

## EXTENSION AND MEMBERSHIP

### *Presentation by Lion Nancy Ransom, MDA Extension Chair at the District Meeting in Chatham, August 31, 2009*

It is very important to set goals for the year (annual, quarterly, monthly). These goals will be used as a measuring tool at regular intervals against the progress you make.

First, conduct a mini workshop to identify where the areas in your District are that might accommodate a new club. The MERL Team, PDGs, past Extension Chairs, Club Membership Chairs and Committees, and indeed all Lions should be invited.

Know the geographical layout of your district. Points to be considered:

- Size of the population
- Current existing service clubs and volunteer organizations
- Possible local projects/ benefits for the area
- Groups of people who are not currently being recruited by existing Lions Clubs
- Young professionals, women, ethnic communities, etc.
- Proximity to possible sponsor Clubs and other Lions Clubs

Review the possible communities for new clubs and select the most promising areas to concentrate on.

Send a Lion (or 2) who is familiar with the community to scout out possible people to initiate a campaign to start the new club. (MERL Team person or any Lion who is interested)

Arrange meetings with these key people in the communities to develop new clubs.

To get started, request a New Club Extension Kit from Lions Int'l.

#### **New Clubs need:**

1. A Sponsor Club
2. Certified Guiding Lions (2)
3. A Project/Fundraiser (a purpose for existing)

Contact strong clubs near the selected locations and inform them of the opportunity to participate in the development of new clubs.

Look for a specific need or opportunity for a program that would benefit from the formation of a new club. (ex – aid to elderly, need for a youth program, environmental)

Consider alternatives to the traditional club – new century club, campus clubs, lioness lion clubs, branch clubs, family clubs, leo lions clubs.

Check with large professional organizations – hospitals, corporate headquarters, schools, or a single industry, to see if they would be interested in forming a specialty club.

## TYPES OF CLUBS

Traditional Lions – usually co-ed but not necessarily, hold meetings with meals, wear vests, give large monetary donations to projects both local and international.

New Century Lions – young adults up to age 35 – allows flexibility to meet their needs, get more satisfaction from doing hands-on projects rather than donations, prefer use of internet to communicate and conduct business, rather than attending meetings.

Family Lions – parents and children (cubs) attend meetings or project workshops as a family, work together, social aspect, get to know other families in community, interested in projects that would benefit their children (community ice rinks, swimming pools, baseball fields, playgrounds), and projects that their children could actively participate in (gardens, parks, walkathons).

Only individuals above the age of majority are entitled to formal membership. To verify eligibility for family dues, the club secretary must send in a family unit certification form to International. No more than 5 qualifying members are allowed per household.

Lioness Lions – Lioness bridge program allows current Lioness to form a Lioness Lions Club and retain their years of service. Can use the word Lioness as part of the new club name, and enjoy all benefits and privileges of Lions clubs.

Campus Lions – university students and faculty members, need flexibility in meetings and projects on campus, to fit in with class schedules, likely to use internet to communicate and conduct business, high member turnover as students graduate and leave and new students arrive.

Leos to Lions – All former Leos eligible to receive charter fee exemption by submitting Leo Club Completion of Service Certificate with new club charter. Current and former Leos from age of majority up to age 30 only pay half international dues and are exempt from entrance fees (must send Student Member and Leo to Lion Certification form with charter).

Leos can charter a new club and recruit their peers.

\*Student members (up to age 30) pay half International dues and are exempt of entrance fees. Club secretary must send in a student membership verification form to verify eligibility.

Specialty Clubs – ethnic clubs (Portuguese, Chinese), business clubs (hospital lions club, insurance company lions club), professional clubs (doctors, teachers), may fund raise for one specific cause.

Club branches – allow members to work on projects with less than 20 members, as a part of an established Club, same rules and benefits apply. Having a club branch can help boost club membership numbers, but allows the branch to meet and operate on its own projects separate from the parent club.

## **REQUIREMENTS TO FORM A LIONS CLUB:**

The following applies to the formation of a new Club:

A minimum of twenty members is required. Seventy-five percent of the members of the new club must be new members, not transfer members except in the case of friendly separation.

\*Transfer members pay \$20 charter fee as opposed to \$30 charter fee, when they join a newly chartered Club.

An existing Lions Club from the same District, a District committee, District Cabinet, Region or Zone may sponsor a new Club.

A Club's charter will be held open until the Club's charter night or 90 days after charter approval, whichever comes first.

The District Governor can give a maximum of two extension award recommendations for each new Lions Club.

Allow 45 days or more from the date the application is received at International headquarters to process the charter application and receive the official charter and club supplies.

New Club charters must be received on or before June 20<sup>th</sup> to be counted for the current fiscal year.

### **STEPS TO FOLLOW**

- A minimum of 20 new adult members
- Sponsor – Club, (or could be Zone, Region, District)
- Guiding Lions (2) (experienced, often from sponsor club, preferably Certified Guiding Lions)
- Collect Applications and Charter fees \*
- \*In the case of family memberships only the first family member is required to pay a charter fee, but a new club must have a minimum of 10 full dues paying members.
- Choose a name (must contain actual name of most appropriate governmental subdivision)
- Club Charter application forwarded to Lions International
- Charter Date and Location
- Sponsor Club and District help plan and organize the Charter Night
- Election and training of Club Officers
- Set up a post office box and a bank account
- Order Club supplies and paraphanelia – Banner, Gavel, Podium, Tail Twister Bank, International Flag Set, Flags, Poles, etc.
- Your District may have special funds in place to provide these, or other clubs may wish to give these as gifts to welcome the new club.

## **A new Lions Club will:**

Offer more people the opportunity to give back to their community and help others in need.

Strengthen the health and vitality of our organization.

Enhance the ability of Lions to assist people in need.

Introduce new projects to local communities.

## **KEY CHARACTERISTICS OF LIONS**

(from IPIP Al Brandel – When someone asks you “What’s a Lion?” )

We are global.

We serve where we live.

We give 100 percent.

We do it ourselves.

We are rich in heritage and pride.

We are in good company.

We are open.

We are dedicated to sight – and more.

You can help your Club grow and become more diverse by communicating these key characteristics.

The best way to communicate is by example. To check whether your Club is “walking-the-talk”, ask yourself the following questions. In the past month, has my Club:

Invited someone to a service activity or to visit my Club?

Offered a warm welcome to visitors?

Talked with local leaders about our commitment to the community?

Identified a problem in our community or in the world that our Club can work on?

Focused on the impact that we want to make?

Heard someone say that our Club is an asset to the community?

Acted generously from the heart?

## **COMMANDMENTS FOR AN ENTHUSIASTIC TEAM**

1. Help each other be right – not wrong.
2. Look for ways to make ideas work – not for reasons why they will not.
3. If in doubt – check it out! Don't make negative assumptions about each other.
4. Help each other win and take pride in each other's victories.
5. Speak positively about each other and about the organization at every opportunity.
6. Maintain a positive mental attitude no matter what the circumstances.
7. Act with initiative and courage as if it all depends on you.
8. Do everything with enthusiasm – it's contagious!
9. Whatever you want – give it away.
10. Don't lose faith – never give up.

**HAVE FUN!**