

## DISTRICT 410A - MEMBERSHIP FOCUS JULY 2014

# Welcome to a New Year!

The beginning of a new fiscal year is always exciting. New District and Club officers are appointed and Lions are reenergized with a sense of focus and empowerment to make a difference in the community. As the largest humanitarian organisation in the world we are always focused on service, but our strength is directly tied to our members; without members we cannot exist, the more members we have the more service we can provide.

### WHAT HAS BEEN HAPPENING WITH MEMBERSHIP IN OUR DISTRICT?

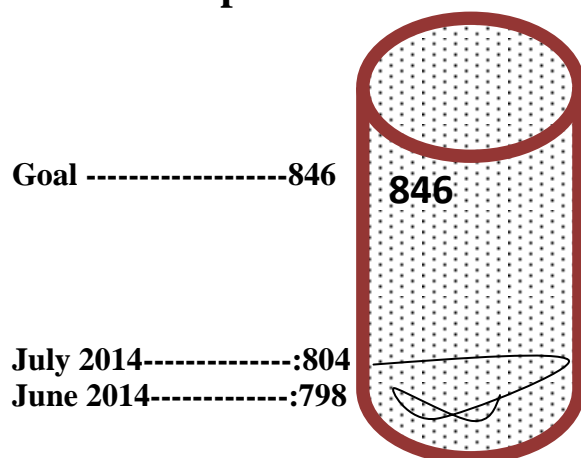
Over the past five fiscal years our district had a net loss of 283 members hereunder a breakdown of our membership figures over the past five years. We start this fiscal year with 798 members.

MEMBERSHIP SUMMARY		Total clubs	Memb	new	Reinstated	transf	Add	drop	Net gain	total
Jul-09	End fiscal year 2009/2010	53	1,081	79	5	11	95	184	-89	992
Jul-10	End fiscal year 2010/2011	53	992	126	19	18	163	182	-19	973
Jul-11	End fiscal year 2011/2012	53	973	96	15	5	116	200	-84	889
Jul-12	End fiscal year 2012/2013	49	889	168	6	9	183	178	5	894
Jul-13	End fiscal year 2013/2014	48	894	73	12	13	98	194	-96	798

As you can note from the above we cannot continue to produce the same results as in the past five years we all need to concentrate on growing our clubs. The District Governors Team has come up with a plan of action to assist and support clubs with membership of less than 20 members; Zone Chairpersons will soon be in touch with all these clubs. Our commitment is to grow each club by one member at the end of this fiscal year.

This means that if a club starts this year with 20 members by end of June 2015 club membership should be 21 members.

## Membership Status:



<b>July 2014</b>	
<b>New Members &amp; Transfers</b>	<b>15</b>
<b>Dropped Members:</b>	<b>9</b>
<b>Total Gain:</b>	<b>6</b>



**Congratulations to the following new Members that were inducted in July 2014:  
Welcome to Lions District 410A: Wishing you all many special service moments!**

### **BRACKENFELL**

GARY BADENHORST  
CHILTON MELLEME

Sponsor: BARRY GILLESPIE  
Sponsor: SEAN GRAHAME

### **FISH HOEK-SIMONSBAY L C**

SUE KINNELL

Sponsor: JAMES KINNELL

### **GORDONIA**

FRANS VERMAAK

Sponsor: DEON VAN DER BERG

### **MILNERTON**

PETER WRIGHT

Sponsor: JAMES ANNISON

### **MOORREESBURG**

MORNÉ BOSMAN  
ADRIAAN VAN NIEKERK

Sponsor: NEVILLE VAN RENSBURG  
Sponsor: LEONARD THOMAS

### **SOMERSET WEST**

WERNER HEBLER  
KATRIN STEIHMEIER

Sponsor: MICHELLE HAYNES  
Sponsor: STAN SCHNEIDER

### **STRAND**

JOHANNES PHILLIPUS ROUX

Sponsor: JEANETTA VERDOES

### **VREDENDAL**

CLAUDE PIERRE MARAIS

Sponsor: JACOBUS SWANEPOEL

### **WORCESTER**

MARK RADFORD-HAYDEN

Sponsor: PAUL DE WET

### **WINDHOEK ALTE FESTE**

FABIAN MARTENS

Sponsor: PETER SCHUPPLER

**THANK YOU SPONSORS!**



Sadly we lost 9 members this month! We challenge those clubs that dropped members to replace those members to give back the membership strength to the clubs.



Imagine if every one of our 804 Lions asked one person to join their club. Imagine the huge impact that would have on membership growth and the amount of service we can perform. It starts by inviting your friend, neighbour or co-worker to your club. Get them involved and let them see the benefits of being a Lion first-hand. What we accomplish today and what we accomplish in the future depends on building and strengthening our membership. Every Lion is being challenged to ask one member to join their club.... Ask 1 is our membership slogan for this fiscal year. Try it out, I challenge you to; come on.....



For each "NO" you receive you are one step closer to someone saying "YES":

# Just Ask!

New Member Recruitment Guide is available on our district website <http://lionsdist410a.org.za/lions-zone/recruitment/> under Lions Zone Membership Recruitment - take a moment to download and or read this guide as it will help your club to grow its membership.

## New Clubs! .CHOOSING A CLUB FORMAT

Our world is changing, and today's volunteers are looking for new ways to become involved in relevant issues and serve in a way that fits their ever-changing lifestyles. While community based clubs are our tradition, we realize that one size does not fit all. That's why we offer several club formats for you to choose from:

- **Traditional Lions clubs** are ideal for bringing together a group of community-minded people to serve the needs of their community. They offer flexibility to reach new groups of people and serve a variety of communities.
- **Campus Lions clubs** are designed for college and university students, administrators, faculty, alumni and other community-minded individuals. Members serve the campus community while developing valuable leadership and business skills. Additionally, students are eligible to receive a special dues discount to make membership more affordable.

- **Leo Lions clubs** provide an easy transition from Leo to Lions clubs by offering a special dues discount to graduating Leos and their peers. To charter a Leo Lions club, a minimum of 10 graduating Leos is required.
- **Club branches** enable a small group of at least five people to form a Lions club and start making a difference in their community sooner. Members become part of an existing "parent" Lions club, but select their own projects and activities.

You can also start a new Lions club based on your interests or circumstances. Perhaps you have a hobby you enjoy, a community project you'd like to work on or a desire to volunteer with business colleagues. If so, form a **special interest club** that focuses on an element that many potential members have in common. Examples of special interest clubs:

- **Cyber clubs** include members from distant geographic areas - or hold club meetings online for convenience. At least 75% of charter members must work or reside in the multiple districts in which the club is formed.
- **Champions Lions clubs** impact lives and improves communities. With a primary focus on projects that serve Special Olympics athletes, Champions Lions clubs empower and build accepting communities for persons with intellectual disabilities and their families.

- **Educators Lions clubs**
- **Entrepreneurs Lions clubs**
- **Ethnic Lions clubs**
- **First responders Lions clubs**
- **Medical professionals Lions clubs**
- **Young adults Lions clubs**

Special interest clubs are chartered as traditional Lions clubs.

## MEMBERSHIP TYPES

We have many membership types this month we are focusing on:

### Family Membership

Invite your family to participate in your club's next community event, because as a family unit, you can receive a dues discount when volunteering together.

As a Lions family unit you can:

- Increase quality family time
- Be a role model
- Help your community

The Family Membership Program applies to family members who are (1) eligible for Lions membership, (2) currently in or joining the same club, and (3) living in the same

household and related by birth, marriage or other legal relationship. Common household family members include parents, children, spouses, aunts and uncles, cousins, grandparents, in-laws and legal dependents.

**New Member Orientation:** The first New Member Orientation session for this fiscal year took place on the 16<sup>th</sup> July at the Durbanville Lions Club this session was done after the General Meeting and new members from the Brackenfell Lions Club joined this session:

Presentation done by Lion John Houston:



Strand Lions - Induction 25<sup>th</sup> July



Lions Johannes, LP Dirk, Lions Lara and Wilhelm

## How are your Ratings!

To ensure that your Lions Club remains healthy and vital in the community clubs need to consider the experience and expectations of each member in their club. If members feel welcome, comfortable and are involved in community service they will remain part of your club for a long time.

The "How are your Ratings" survey is a tool that will assist each club to determine how the experience of membership in the club matches with the expectations of the members. Our district has highlighted this survey as priority and requesting all clubs to conduct this survey by the end of September 2014. If your club has not yet completed the "How are Your Ratings" speak to your Club President.



Lions learn the most from each other. If you have been successful, I would love to hear from you! Your success story may be just the inspiration others need to get started on their membership initiative. Share your story about a membership program, membership drive/recruiting event or other event where Lions focused on membership initiatives. Please forward your successful membership event to me: on [langp@telkomsa.net](mailto:langp@telkomsa.net) or SMS 0828968913