

Mentoring: You can be as King Arthur was to his Knights of the Round Table: Mentor/Sponsor a new member or another club. Your leadership skills enable a foundation of trust, truth and compassion to be built which fosters the development of a relationship with two parties or groups of Lions that provide for the exchange of information and knowledge. This relationship can be an integral part in assisting in the rebuilding of a nation (aka club) and benefits the individuals, the clubs and the community.



**Increasing the Morale of our Knights:
Motivation and Inspiration.....**



The Best way to inspire and motivate our KNIGHTS is to recognize the effort they are putting forth. They don't really "NEED" anything, but nothing will make them work harder than a sincere **Thank You** and a bit of recognition for what has been accomplished because of their commitment to our cause.

Give your **Knights** the Fanfare they deserve— Motivate them with tournaments of competition and contests of skill. Recognize talents of those who are ready to step up to the challenge by promoting their new ideas. Make them feel special and important, because they are! Promote them to higher ranking positions—let the squires become the KNIGHTS!! Be BRAVE, Think BOLD and DARE to be DIFFERENT!!!

There are over 200 recognition awards available from Lions Club international to recognize your Lions, non-Lion volunteers, Lioness, Leos and Clubs as a whole, at the District, Multiple District or International levels.

For more information:
lionsclubs.org/EN/content/resources_broch_act.shtml

Orientation: Process of being Oriented. Don't let your members go any longer without this valuable training. 33Y has an Orientation booklet available on line and LCI has the ME-13 available to order.



We **MUST** win the **Battle** to Recruit and Retain members so that we **WILL** win the **Crusade** against blindness we started so many years ago. The Lions, Lioness and Leos of MD33 are the **KNIGHTS of the BLIND** and we fight to **WIN!** We will win our Battle of declining Membership one member and one club at a time. And we will Conquer Blindness one victim and one disease at a time!

Our efforts are noticed by:
Every person who can now see:

- a sunset
- watch a bird fly
- Sees a child's smile
- and is no longer blind



**BE PROUD TO BE A
LION, LIONESS OR LEO—
FOR YOU DO MAKE A DIFFERENCE!**

There are so many who are forever thankful for what the **Lions, Lioness and Leos** do!!



**SHARE THIS OPPORTUNITY WITH
ALL YOU KNOW—GIVE SOMEONE
ELSE THE CHANCE TO MAKE A
DIFFERENCE !!!**

For more information or help Contact:
MD33 Membership Chrs. PDG Jean W. Martin
413-774-5925 or jwmartinHL@yahoo.com

**MD33 LIONS WANT
YOU!!!**



**Let's Start
a
Revolution!!!!**

April 28, 2007: The Battle Begins....

The Stage is set for planning.....

What we do is important! To continue doing it we must protect our most valuable asset—**Our Members!!!** Since Helen Keller challenged us to become **Knights of the Blind**, we have worked hard to perform miracles of fundraising, community service and caring throughout the world in over 200 countries where Lions Serve. For without the individual Lions, Lioness and Leos members the **Knights of the Blind** would be extinct!!!

We must begin right here at home, in our own communities and within our own clubs. There must be some planning, so we set the stage for our **MD33 REVOLUTION!**

1. Our **Crusade**—The Crusade against Blindness
2. To Win the War we must have **KNIGHTS!**
3. To keep the **KNIGHTS** we have—
RETENTION
4. To recruit **New KNIGHTS** we have —
MEMBERSHIP
5. **Basic Training** for the **KNIGHTS** is—
ORIENTATION
6. To conquer new lands **KNIGHTS** have—
EXTENSION
7. When **KNIGHTS** have trouble we have—
MENTORING
8. Our **KNIGHTS** become Generals with—
LEADERSHIP DEVELOPMENT
9. To **Commend** hard working **KNIGHTS**—
THE ART OF RECOGNITION

**Getting ready for the battle:
Polishing our Armor.....**

Back to Basics: THE ABC's

A is for Agenda: Don't run a meeting without one! AND — don't let your members go AWOL!!!! They are too valuable!!!

B is for Building a Better Tomorrow: Participate in the ambitious International Program & watch your club grow!

C is for Community: Be a vital part of your community by planning service activities that fulfill pressing needs.

D is for Dedication: This is one of the key characteristics of a successful volunteer!

E is for Evaluate: Take time to evaluate your club and create an action plan to implement necessary changes. The President's Retention Campaign Clinic Series and "How Are Your Ratings?" can help get the job done right!

F is for Fellowship: Plan social activities for club members to build the bond of fellowship between them.

G is for Grow: Look for ways your club can grow. Consider one of the new extension opportunities such as a New Century Lions Club, Club Branch, Lioness Lions Club or Campus Club.

H is for History: Acknowledge the rich history and traditions of Lions while planning for future success.

I is for Involve: Make each member an essential part of the club by involving them in meaningful activities.

J is for Jump: Be proactive and jump into action at the start of the year. Your positive attitude will be infectious.

K is for Knowledge: Encourage members to be informed Lions by understanding your club, its goals and history.

L is for Leadership: Future leaders are important for building a strong club.

M is for Meetings: Long/boring meetings are the number one retention challenge. How do yours measure up?

N is for New Members: A club can't grow without them!

O is for Orientation: The starting point from which all understanding takes place. The best way to get a member informed.

P is for Publicity: Don't be afraid to "toot your own horn." Obtaining publicity for your club's worthwhile activities will help ensure its success.

Q is for Quality: Strive for quality in everything you do: be it recruiting new members or a new service activity.

R is for Recognition: Recognize the outstanding efforts of your members at every opportunity. All it takes is sincere Gratitude!

S is for Strategies: LCI's Retention Campaign has successful strategies to combat all your retention challenges!

T is for Team: Together Everybody Achieves More.

U is for Unity: Sharing common goals will help your members feel united.

V is for Variety: Try something new to keep your members interested and involved.

W is for We Serve: The force behind what all Lions do.

X is for eXtra: Anything worth doing is worth doing well; encourage extra efforts from all your team members.

Y is for Year-Round Growth: Quality members aren't only available during certain months of the year. Focus your efforts consistently all year-round.

Z is for Zest: Take care of business and have fun! Make your club enjoyable and productive.

Strengthening our position.....

Solve The Membership Puzzle

Our analogy of a war is like a puzzle and all the pieces are a jumble. Each piece is an essential part of the whole picture, but until the pieces are properly assembled, the true potential of the picture cannot be realized. In our Membership War we must put all the pieces together. A great Lions club has interesting pieces, and when properly working together, the results are a successful active club that makes a significant difference in the community. Putting together the pieces of a successful club is not difficult. It involves:

- taking a good, hard look at your club
- creating appropriate, measurable goals
- obtaining the needed resources to meet goals
- creating an action plan
- following through with the steps necessary to meet your goals

Reinforcing your troops: Search and Find.....

WHO—CAN I GET TO BE A LION?????

ANYONE —But you have to **ASK** them!

WHAT—Kind of person can be a Lion?

ANYONE—don't judge for them, let them decide if they want to join! But **ASK!**

WHEN—Can you recruit Lions?

ANY TIME—Always watch for prospective members. They could be hiding any where, even with friends and family.

Remember to **ASK!**

WHERE—Can I find a volunteer to be a Lion?

ANY WHERE—at work, home, school, church, sports activities, libraries, etc.

Always expect to find them and they will be there, right in front of you.

Just **ASK!!!**

WHY—Would someone want to be a Lion?

A Million Reasons—Why not **ASK** them!

HOW—Do I recruit new members?

EASY—JUST **ASK SOMEONE!!!!**