

Make a Commitment to Strengthening your Club's Membership Growth, Extension, Retention & Leadership Activities by forming a Three-Person Membership Committee

A New Emphasis...

Since its inception in 1989, the Three-Person Membership Committee has helped Lions clubs worldwide strengthen their membership growth, retention, extension and leadership activities by having a unified team oversee these critical functions. Clubs implementing this dynamic structure have found that the committee's coordinated efforts have resulted in a solid, more productive club.

The committee is composed of three elected members serving three-year terms on a rotating basis. This system allows the committee members to gain experience and provides the club with continuity in its crucial membership related activities.

Each committee member's performance is reviewed on an annual basis by the club's board of directors. Renewal of the next one-year term is based on the committee member's accomplishment and positive contributions to the club's growth and development.

Three-Person Membership Committee Benefits

- Creates a stronger membership committee
- Ensures proper emphasis on four important aspects of club operation
- Reinforces the importance of membership responsibilities
- Encourages ongoing communication about membership issues with the club's board of directors
- Gives continuity to the committee's efforts
- Provides a direct link to the district and multiple district MERL teams

... **Has Taken Shape** Beginning in July 2002, the emphasis of the Three-Person Membership Committee will be shifted to have the senior member of the committee focus on extension activities. Clubs implementing the Three-Person Membership Committee are encouraged to assign responsibilities as follows:

The **Freshman** member with three years remaining is responsible for **membership**. Responsibilities include:

- Establish goals and create an action plan
- Motivate members to set their own membership recruitment goals
- Coordinate and conduct club workshops on membership
- Initiate regular communication with the board of directors
- Involve previous club membership chairmen on the program development

The **Junior (Vice Chairman)** member with two years remaining focuses on **leadership and retention**. This member also serves as the vice chairman of the committee.

Responsibilities include:

- Set leadership and retention goals and develop an action plan
- Organize and promote annual officer club training
- Work with the district leadership chairman to conduct annual club officer training
- Coordinate and conduct club workshops on leadership and retention
- Assist club committee chairmen in developing their own workshops, seminars, conferences and other meetings
- Prepare articles on leadership and retention for club and district publications
- Involve previous club leadership chairmen in developing leadership

The **Senior (Chairman)** member with one year left concentrates on **extension**. This member is also the chairman of the committee and serves on the club's board of directors.

Responsibilities include:

- Conduct research and identify areas where extension is possible
- Establish extension goals and create an action plan
- Organize and oversee a group of extension-minded Lions interested in chartering new clubs
- Encourage, coach and motivate Lions involved in extension efforts
- Communicate with the board of directors regularly regarding extension activities
- Prepare articles on extension for club and district publications
- Attend district and multiple district extension workshops

To ensure the success of the committee, it is vital that the elected members meet specific qualifications, including a comprehensive understanding of the association, the desire and ability to work cooperatively with others, and effective communication and presentation skills. It is also essential that the committee members enjoy credibility with other Lions and are willing to commit to a three-year term.

For More Information: Membership Operations Department Phone: (630) 571-5466, ext.356 Fax: (630) 571-1691 E-Mail: memberops@lionsclubs.org

LIONS CLUBS INTERNATIONAL
300 W 22ND ST
OAK BROOK IL 60523-8842 USA
www.lionsclubs.org

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