

Challenge To Change (CTC)

Fiscal Year 2008

Mission Statement

In Fiscal Year 2008, we will increase our LCI membership by a positive increase of 20,000 new members. Each Lions Club will be expected to show at minimum a breakeven point of losses and new members. This will be accomplished by increasing the number of new clubs, family units, women and Lions less than 40 years of age.

District 24E Proposed Goal

Our District 24E goal (Exhibit I) is to show a positive growth of 200 new members in FY 2008. We are going to use several means to accomplish our goal.

A. Membership Contest

We begin with District Governor Lion Jessie Garrett's membership contest which will generate a spirit of competition to assist in meeting our membership objective.

The contest will provide recognition for the following:

1. Zone against Zone – The three Zones will accumulate the data on all of the losses and gains in their zones and provide their report to the District Secretary. The numbers will be validated and certified to the District Governor who will have the appropriate certificates and rewards made for presentation.
 - a. Each Club will be responsible for providing the names of new club members – positive numbers include
 - i. New Lions
 - ii. Transfer in Lions from outside District 24E
 - b. Clubs will also provide the names of their losses
 - i. Lions who transfer out of District 24E
 - ii. Lions who resign from Lionism for whatever reason
 - c. Clubs will not count the Lions who die during this contest. They remain about of District 24E for this year.
2. Club against Club
 - a. Based on the counting system above, each club will provided their numbers to their Zone Chairperson
 - b. The Zone Club who has the greatest increase in new members will receive a Zone Chairperson's Certificate

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- c. The District Club who has the greatest increase in new members will receive a District Governor's Certificate and other recognition by the District Governor

3. Lion against Lion

- a. The Lion – in each zone – who sponsors the most new members will receive a Zone Chairperson's Certificate
- b. The Lion who sponsors the most new members will receive a District Governor's Certificate and other recognition by the District Governor

B. Proud Lion Award

This is a new program for District 24E but one other Districts in MD24 have been using to encourage membership growth.

There are five things that a new Lion must do to win the "Proud Lion Award" see (Exhibit II):

- a. Attend a Board Meeting
- b. Visit Another Club
- c. Participate in a Club Fund Raising Project
- d. Attend a Zone, Region, or District Meeting
- e. Bring a Guest to a Club Meeting

The Lion should be presented this award in on of the following settings:

- a. District Fall Conference
- b. Region Meeting
- c. Zone Meeting
- d. Club Meeting

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C. Public Relations

We should strive to have our members recognized for the contribution they make to their community. It is important to their careers to have others know they are giving back to the community. Not only does this help the new Lion, it helps Lionism grow and to be able to do even greater things.

While we as an organization can have an impact on District 24E, we have to grow our local Clubs to allow them to raise funds for their community projects. We can do good things by doing service projects. But to have a substantial impact on our communities, we must raise funds and get our names know in our community and Districts!

There are a number of worthy projects to mention but here are a few:

- a. Cow Patty Bingo
- b. Festival In The Park
- c. Horse Shows
- d. Antique Auto Shows
- e. Talent Events
- f. The list goes on and on

D. Challenge to Change

On the greater scale, we have our International President Mahendra Amarasuriya's goal to increase our international membership by a positive 20,000 (20K) new members. In his method of counting, we have no break for transfers in/out or members who die. But, District Governor Lion Jessie wants to encourage each of our Lions, Zones and Regions to do their best in achieving the objectives that she has set for her year as District Governor.

Exhibit I shows what District Governor Lion Jessie and I believe are achievable goals. Based on the two most recent years, most Clubs have been within one or two new Lions in reaching these goals. If each of us asks three people to come to dinner with us, we will far exceed our goal of 200 new Lions. Statistics show that on average 10% of people who accept our invitation will join our Club. I ask each of you to review your own statistics and provide me with the numbers.

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International President Mahendra will be the first to tell you that we cannot do it with Membership alone. There are five other components to this paradigm. We have to do equally as well in all of them to achieve the growth we aspire to accomplish.

E. Membership, Extension, Retention, Leadership, Orientation, Women Programs

In order to reach our goals/objectives, we must do a good job of addressing the following areas. We cannot live by membership alone. We cannot continue to bring them in the front (Membership) door and let them go out the back (Retention) door.

With the same thought in mind, we must look to create new Clubs (Extension) to replace the ones who give up (Retention) their Charters. We must maintain at least 35 Lions Clubs to remain a District. We need your help in keeping our Clubs strong.

The Lions organization has a great program to train our leaders (Leadership) of tomorrow. Based on my participation in attending and presenting Leadership Programs, we have some of the best speakers that I have ever been involved with.

An area that has been neglected (my opinion) far too long has been Orientation. I am proud to say that in the last few years, we are addressing this area with a renewed zeal. Too many of our Lions are left to find things out on their own. This does not work. We as Lions' leaders have to make sure our new members know what our/their organization is about. The new Lions must know how they can fit into a dynamic organization. Recently, our organization received recognition as being the BEST nonprofit in the world. Yes, the best not one of the BEST.

We must apply the same efforts to Women Development Programs as we have to other areas. While women have made strides in every other part of our business world, the one place - I believe – they lag behind is in Lions Club International. We must change this to ensure LCI remains strong and will always be seen as the BEST nonprofit in the world.

As when several people of various background are brought together, the synergy of the group is much greater than anyone of the individuals. This is the same with the MERLOW teams. When we meet as a group, we address all of the issues that determine our future not just one or two of them at the expense maybe of the other four. Please send your ideas to my email address below.

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F. Age Matters – By Steve Anderson – Agency Marketing Technology

“Different generations require different marketing approaches

The more you are able to understand the thoughts, fears, motivations, and expectations of each generation, the better you will be able to market to, as well as service, each group. You see age matters. The generally accepted generation categories are: Seniors, Baby Boomers, Generation X, and Generation Y. Understanding each category is helpful in creating targeted marketing, sales, and customer service programs for each of these segments.”

The above factors have to be considered when we are recruiting new Lions. If we do not know what the needs of prospective members are, how can we address the hot issues they want to find solutions for in their service to the community?

As indicated in the opening statement of this section, the author has identified four areas that we must address to ensure the vitality of Lionism.

“They are as follows:

1. Seniors – typically born prior to 1946
 - a. Their decisions about marketing and service are influenced by what *they* want, not what their clients want
 - b. They are challenging the notion that those of advanced years are frail, inactive, or unhappy
 - c. This generation has a different view of retirement compared with earlier generations
2. Baby Boomers – born between 1946 and 1964
 - a. This generation grew up in turbulent times—the Cuban Missile Crisis; the Civil Rights movement; the Vietnam War; the assassinations of John F. Kennedy, Martin Luther King, and Bobby Kennedy
 - b. They hate being pigeonholed
 - c. The massive Boomer Generation bucks the norm at every turn, and that matters now more than ever
 - d. More than half of the almost 76 million Boomers are 50 years old or older
 - e. They have the cash to make that fresh start real
 - f. One mistake we often make about this group is to assume that it is less tech-wise than younger generations

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3. Generation X – born between 1964 and 1978
 - a. The undefined generation, the unknown, and unpredictable
 - b. They are disloyal to brands and skeptical of big business
 - c. Boldness, youthful rebellion, and benign anarchy remain the hallmarks of the generation
 - d. This generation is the first one that was largely a product of divorce
 - e. Gen X was the group that made the cell phone take off—a new portable communication device that allowed them to talk anywhere and reach someone who was not tethered to a land line at home
4. Generation Y – born between 1977 and 1994
 - a. They have always had it and assume others have too
 - b. As toddlers they watched MTV while sitting on their babysitter's lap;
 - c. as children they searched the Internet as they worked on their science projects (and often taught us parents how to do the same);
 - d. in their early teens their backpacks had strap pockets for cell phones
 - e. as 18- to 29-year-olds, they are out of the nest making their first major purchasing decisions
 - f. Insurance companies and agencies are scrambling to understand what kinds of prospects and clients these new media-soaked, tech-rich people make
 - g. The sheer volume of content that Gen Y has at its fingertips can be a frightening realization for many. Every time Yers make a purchasing decision, they can easily and thoroughly access their options online—and they do

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There are substantial issues we have to address in each of these groups to satisfy their social goals and serve to their communities. We have to continually work on them to ensure we meet our MERLOW goals and objectives.