

Membership – QUALITY Members, the Key to Success and Service

By now you no doubt have your year's work well under way. Your plans and goals are set and have been presented to your club. How the club responds and how these plans and goals materialize is now up to you.

You have heard many times the statement, "District Governor and/or Lion President, THIS IS YOUR YEAR!" This means that the responsibility is yours alone to lead your club this year. This is the one year in your life and in the life of your club that YOU have the opportunity to do Whatever It Takes to be a successful District Governor and/or Lions Club President. You will want to be proud of your record this year; to be able to look back next year and for years to come with pride, and with the knowledge that you did your very best. A good Membership year can do more than anything I know toward accomplishing the satisfaction you want.

October is Membership Month - Start now to push for a net gain of at least five during October. It's up to you. Your club will respond if you set the pace. Lions International gives a beautiful clutch-back pin to all sponsors.

Don't apologize for stressing membership! A good membership program within a club will do more for that club's community involvement, public image and service potential than anything else. Growth is important! New members bring new enthusiasm, ideas, leadership and man power.

Membership must be a year-round program - I am sure you have appointed a club membership chairman. You and he should not let the club forget Membership for one week! Keep it before them all year. Have drives and contests and "gimmicks" to create interest and competition among members.

Retention - Most important - Work to prevent drops. Work hard with a Lion before dropping him for non-attendance or non-payment. Find out why he has lost interest. Have his sponsor talk to him. If one is having financial trouble, give him a break. In some cases you might even forgive some delinquent dues if your board feels it justifiable. Often we are too hasty in dropping someone. Don't forget, they are usually easier to keep than to replace.

You will be hearing more from me throughout the year. Our State Goal is to end this year with each district being a plus in membership. We

want Texas MD-2 to have a banner year in growth.

And remember: **You lead by example**. Success is measured not so much by the position that one has reached as by the obstacles that have been overcome.

Michael R. Morgan