



## Hickson & District Lions Club

Dear Lion Larry

October 15, 2011

The Hickson and District Lions Club like most service clubs, continues to struggle with the problem of attracting new members and to a lesser degree, retaining our existing membership.

Hickson is a very small community with two other very active volunteer organizations, the fire fighters and a home and school organization as well as two churches. We "compete" with these organizations for members...

As well there are several other service clubs in communities within a few miles of us, but we actually have a "gentleman's agreement" with these clubs to not poach on each other's territory. They do good work just like we do, there's no net gain in competing with them for the sole purpose of higher membership numbers.

The good news again, Hickson remains a very successful (if small) club with approx 12 very active members raising and distributing approx \$15,000.00 annually.

Again this year we have a "young" president. He is capable and a leader among his peer group in the community. Other younger people see his dedication and enthusiasm and see that being a Lion can be "cool". We are actively engaged in getting this next generation into the Lion's movement.

Our plan for membership is simple;

- 1) Each member is tasked with simply asking qualified people to join us. We're not so much after numbers, we're after people who are capable, willing, and will make a difference. I'm proud to say everyone in the Hickson Lions club falls into this category.
- 2) At our fund raising events where we are most visible, we tell people what we do, and we make presentations and donations so that people see we are active, dedicated and have fun! This has probably been the most successful for us. People see that what we do is important, and when their life position allows, they are asked to join us.
- 3) Our club fortunately has a number of "adherents", dedicated spouses and friends who willingly help at major fund raising events. Their current life situations may not allow them to join today, but we constantly tell them that they are appreciated and would be welcomed as members when they're ready.
- 4) We run events in conjunction with other organizations in the village for example the volunteer fire department. These people are also willing volunteers and again as there situations change, they're invited to join.
- 5) Lastly, membership retention... We're all pretty good at acknowledging each others contributions and reinforcing that we're all appreciated and important!

Respectfully submitted,  
Lawrence Clark  
Membership Chair, Hickson & District Lions Club