



Milverton Lions Club  
PO Box 664, Milverton, ON N0K 1M0, Canada



## MEMBERSHIP PLAN

Charter Year 1939; Canada; Ontario; District A-15; Zone 51-W; Ident 2582; Club 014853

Multiple District A : Ontario & Québec, Canada

Our 71<sup>st</sup> Year !

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### Milverton Lions Club

Milverton Lions Club is one of only four Lions Clubs in the County of Perth, the other three being Atwood, Monkton and Stratford. Milverton and Atwood are in Zone 51W, and Monkton and Stratford are in Zone 37W.

We meet on the first and third Thursdays of the month, with a sabbatical in July and August.

The Club presently has 32 members, most of whom have been members for five years or more. Milverton's catchment area is the whole of Perth East Township, a large rural area with a population of 12,300 (2006 Census). Atwood is approximately 15km NE of Milverton, Monkton 18km W of Milverton, and Stratford 30km S of Milverton. Rural people traditionally join a service club in their own county/township area.

Three other service clubs operate in our geographic area : Canadian Legion, Milverton Agricultural Society, and Mornington Optimists. Milverton Lions Club has the second largest membership of the four service clubs, the Canadian Legion having the largest. The competition for membership is strong in such a widespread, rural area.

### Membership Committee

1 <sup>st</sup> Vice President (chair)	Lion Doug Fyfe
President	Lion Butch Hasenpflug
Past President	Lion Dan Legault

### Encouraging New Members

All existing members are constantly on the lookout for new members in the community, either new to the area or otherwise identified as being an asset to the Club, District and Lions International.

Milverton Lions either runs or partners in several community events throughout the year, and a large Lions International symbol is always displayed at these events. Major annual events : Snowfest (February), Rodeo (June), Fall Fair (September), Santa Claus Parade (December), Bingo (usually monthly). There are numerous other events in which we participate and identified as the Milverton Lions Club. The identification credits the Club in the activity, but also serves to attract potential members.

Once a year, usually the first or second Regular Meeting in February, the Club has a dedicated Membership Night at the local Rod & Gun Club where we invite potential members to join. At this meeting we have a barbeque meal, a Powerpoint presentation describing the scope and activities of Lions' clubs in general and the Milverton club in particular, followed by a question & answer session and an hour or so of games, such as Euchre and Crokinole, and lots of social interaction. The A15 website is perused for latest information which is included in the presentation.

The Membership Night for 2009-2010 is yet to be determined, but will be on one of the two regular February evenings.

In advance of this meeting all Club members are asked to identify any individual who could become a member of the Club, to approach them, and to invite them to the Membership Night. An article is placed in the local weekly advertising paper one and two weeks in advance of the Night to notify the community in general.

### Retaining Existing Members

We meet in the local Canadian Legion, with a social starting at 6.30pm, the Regular Meeting and supper at 7pm, and a social at the end of the meeting. Fun, mostly intentional, is the name of the game. We are a very social Club !

The Membership Committee meets immediately after the second Regular Meeting of the month to discuss any membership issues, such as a Lion not having attended the last three meetings, and agreeing to contact them to determine if there is a problem and helping to resolve it, with the goal of retaining the Lion in the Club. Thus there is continual monitoring for membership retention purposes.

The Club is always looking at new ways to raise money, and over the past few years we have either introduced or partnered with another local service club in new opportunities, which keeps the spark of interest among our members.

Our retention success rate is high, with almost all departing members leaving due to significant relocation or joining the great Lions Club in the sky.

Lion Doug Fyfe  
Membership Chair, Milverton Lions Club  
2009 Sep 23 Wed.