



A Publication of the Port City Lions Club
 Post Office Box 13772, Savannah, Georgia 31416
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Web Page <http://galions.org/18b/portcity/>

Monthly News

Membership Ideas

Simple, Effective Strategies for Boosting Your Membership Efforts

The following article is from the LCI Web Site. Your comments on how to grow this club are welcome.

Recruitment

- Never underestimate the power of public relations. Be sure to publicize your club's activities. Positive media coverage builds community support and interest in your club.
- Always have your club's brochures available at public events. Have a section on the brochure with contact information if people are interested in learning more about your club.
- Have an "Invite a Friend" night during one of your club's meetings. Encourage every member to bring a friend to the event to learn more about Lions clubs membership.
- Allow members to bring a friend or prospect to help out during one of your clubs service activities or fundraisers to get a first-hand look at your club in action.
- Hold a membership open house. Ask each member to invite at least five people and open the event to the public. Set up displays highlighting your club's contributions to the community and have members on hand to answer questions for attendees.
- Challenge your members to meet a specific recruitment goal for the year. Plan a fun, festive kick-off for the membership recruitment challenge during your meeting. Keep momentum going by reporting your success during meetings and in your club's newsletter and Web site.
- Encourage members to invite every qualified individual they encounter to consider Lions clubs membership. Remind them periodically throughout the year.

- Show your pride. Build the impression of your club as a vital part of the community. March in community parades and participate in community events whenever possible.

- Ask community welcome organizations to include information about your club in their "welcome to the community" packets. Local real estate agents may also be able to provide this service.

- Appraise the "competition." Most communities have several organizations that compete for the same members. Look at the opportunities that your club offers that other clubs might not provide. Also review the areas where other clubs may excel – a more convenient meeting time and place, for example. Make adjustments if appropriate and feasible.

- During a club meeting, have each member write down five people that they feel would be good prospects for membership. Have the individual members or your membership committee pursue the prospects.

- Have buttons or t-shirts made for each active member that says "Ask me About Lions" to elicit questions from community members.

- Have your club's meeting time and location, along with a contact name and number for

membership inquiries, placed in the community calendar section of a local newspaper.

- Look at your partners for new members. Does your club work with the school system, eye health professionals or other community businesses? People that have worked with your club first-hand are often excellent

prospects.

- Consider unique extension efforts, such as sponsoring a Club Branch or New Century Lions Club, to reach a new demographic.

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Birthdays and Anniversaries

Anniversary

Joseph Hoffman October 11

Birthday

None in October

PORT CITY LIONS CLUB

OCTOBER 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																																																															
	1	2 7:00 PM Business Meeting	3	4	5	6																																																																																																															
7	8 Bill Hinesley's Birthday Columbus Day (Observed)	9	10	11 Adding Machine Patented (1888) Joe Hoffman's Anniversary	12	13																																																																																																															
14	15	16 7:00 PM Regular Meeting	17	18	19	20 Lighthouse Fall Meeting																																																																																																															
21 Electric Light Invented (1879) Lighthouse Fall Meeting	22	23 7:30 PM Board of Directors Meeting	24 Matches Patented (1836)	25	26	27 District Rally																																																																																																															
28 Cotton Gin Invented (1793)	29	30 5th Tuesday	31 Halloween	<table border="1"> <thead> <tr> <th colspan="7">Sep 2007</th> <th colspan="7">Nov 2007</th> </tr> <tr> <th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th> <th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td>1</td> <td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td> </tr> <tr> <td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td> <td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> <tr> <td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td> <td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td> </tr> <tr> <td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td> <td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td> </tr> <tr> <td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td> <td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td> </tr> <tr> <td>30</td><td></td><td></td><td></td><td></td><td></td><td></td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </tbody> </table>		Sep 2007							Nov 2007							S	M	T	W	T	F	S	S	M	T	W	T	F	S							1					1	2	3	2	3	4	5	6	7	8	4	5	6	7	8	9	10	9	10	11	12	13	14	15	11	12	13	14	15	16	17	16	17	18	19	20	21	22	18	19	20	21	22	23	24	23	24	25	26	27	28	29	25	26	27	28	29	30	30														
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Activities

- October 2 7:00 P.M. Business Meeting.
- October 16 7:00 P.M. Zone Meeting, Wilmington Island Methodist Church
- October 20-21 Lighthouse Fall Meeting, Macon State College
- October 23 7:30 P.M. Board of Directors Meeting
- October 27 2-5 P.M. District Rally, Darien, GA
- October 30 5th Tuesday
- November 3-4 Camp for the Blind Fall Meeting, LaQuinta Inn, Warner Robins, GA
- November 6 7:00 P.M. Business Meeting.