

Lions of Georgia District 18-B

Newsletter



Editor- Rick Mizell, PDG Cabinet Secretary- Welby Stayton September 15, 2006

District Governor Joe Bill Brannon

Governors Comments...

I would like to start the article by thanking all the Lions of the clubs that have allowed me to visit and fulfill my responsibilities under the constitution. I have been treated like an honored guest in every instance and left every club amazed at the dedication I saw displayed by its members. It really makes a person proud to be a part of this Lions Organization.

It is difficult to understand how any one could join our organization and then quit after a few months. I refuse to believe that most people are too selfish and self centered to appreciate what Lions do for their community. If there is any failure on the part of Lions, it is spending more attention on the cares of our community and less on the welfare of our clubs. It has hurt us in the long run. We were so busy serving the needs of the community that the loss of membership just seemed like a minor problem. Loyal Lions just worked harder to make up for the lack of members. This worked all right for a while until no matter how much members work, it was just simply too much for too few. Age also finally got the best of us. We can no longer put out the energy and effort that we did

20 years ago. That is why it is imperative that we lions spend a great deal of our efforts bringing in new and younger members. The future of Lions in the US depends on it. There will be one or two clubs, clubs that were once vibrant and exciting, that will cease operation this year simply because the members are too old to attend meetings, much less work for the community. They were too content with their service and did not change or grow with the times. They finally reached a point where they were unable to recruit members. How difficult it is this day and time to ask people to join a club that is composed of only old men, no minorities, and no women. Clubs that still operate like they did 30 or 40 years ago and will not change will simply die out. Those communities will lose their greatest benefactor. It will be the descendants of those Lions and the descendants of their friends and neighbors that will suffer the greatest loss. A loss of the services that a Lions club provides for their community, but also the lack of opportunity to serve which might be the greatest loss of all. The lesson is plain: if you want to leave a legacy, keep on the

(Continued on page 2)

Where in the World is DG Joe Bill?

HINESVILLE LIONS CLUB September 18, 2006 7:00 PM SAVANNAH PORT CITY LIONS CLUB September 19, 2006 7:00PM **ODUM LIONS CLUB** September 21, 2006 7:00 PM LYONS LIONS CLUB September 25, 2006 12:00 AM **OKEFENOKEE LIONS CLUB** September 25, 2006 7:30 PM 7:30 PM RICHMOND HILL LIONS CLUB September 28, 2006 RINCON NOON LIONS CLUB October 02, 2006 12:15 PM RINCON LIONS CLUB 7:00 PM October 02, 2006 PORT WENTWORTH LIONS CLUB October 05, 2006 7:30 PM



Sight Night

Halloween Night is "Sight Night' for the Gift of Sight Foundation. Each year on Sight Night, "ghouls" and boys collect used eyewear during

trick-or-treat. All the eyewear collected on Sight Night is then cleaned, repaired and hand-delivered to underprivileged people in developing countries who couldn't otherwise afford them.

This is the eighth annual Sight Night. Since the program began in 1999, more than 900,000 pair of eyewear have been collected -- enough to help approximately 30,000 people on 30 separate missions! In 2007, we have 20 international missions planned and will need to recycle 1.2 million pair of used eyewear to make these missions a success. Your participation in Sight Night will help us achieve our goal.

We're looking to scare up some "spooktacular" volunteers to collect used prescription glasses and non-prescription sunglasses. This project can be planned as a partnership between Lions Club and Youth Groups such as Leo Clubs, Boy Scouts and other youth groups such as church groups. All that is required is some planning and organization. For more information on this project go to www.sightnight.org

Governors Comments...Continued from Page 1

same way as long as you are able. If you want your club to maintain and continue the legacy, then change with the times. Do not let your club die at some future date. Work on the problem now while there is still time.

The State MERL team, with the firm support of all the District Governors, has developed an overall three year plan, or as we like to call it, a covenant that all the Lions Of Georgia can join in to create the same type of enthusiasm and dynamics that made Georgia a leader in the International Association We will have it on the Georgia web site where each Club can download and pass copies to their members.

District activities that are coming in the very near future is the October cabinet /rally meeting. The Jesup club has graciously offered to sponsor the event. It will take place in Jesup at Sybil's restaurant. good friend, Past International Director Jay Patel from South Carolina, will be the guest speaker and is sure to pass on some good words of wisdom that will benefit our clubs. Now is the time to dispel the idea that only club officers are the only one that should go to a cabinet meeting Like any democracy, it is the members whose participation that is critical to the success of the organization. All Lions are invited to attend and participate. Your vote on any items carries the same weight as cabinet members, Past District Governors, etc. Please join us for an afternoon and evening of fun and good social interaction with fellow lions. The meal will start about 5:00 PM and will be buffet style. The food will be good, inexpensive, and your choice.

Another date that is going to be important to all our clubs is January 13th, 2007. January 13th, happens to be our founder, Melvin Jones' birthday. To honor our founder and raise the awareness of Lions and what they mean to the community is the object of our Plan. We, and by we I mean every district in Georgia is going to try to encourage each and every club in Georgia to have some special community serving event that

day. We feel sure that our State legislature will participate by declaring that day, Georgia Lions Day. With 245 clubs working that day, we will certainly generate a lot of good publicity at the local level as well in all the major papers in the nation. This will give each local club an opportunity to participate in a state wide event. There is almost no limit to the amount of good that can be accomplished that day. One lions club can make a difference, 245 clubs can just about create a miracle. I am requesting each club to start discussing this project and start making plans to be involved in this event. You will hear more about this event in the coming months.

In just a few hours, Sue and I are leaving to attend the USA/Canada forum in Columbus Ohio. We are looking forward to the event. We have been told that the seminars are the very best and we look forward to days of learning and fellowship with other Lions. I have found out that the desire to serve is best supplemented by the knowledge of how to serve. It is my desire that District 18 B have the best leadership possible. I encourage each and every lion to take advantage of all the training opportunities that lions provide. The Southeastern Lions Institute, The Senior Lions Institute, local District training classes, even the Lions International web site has many training opportu-

One final observation about Lions Clubs, We tend to take ourselves too seriously. That is why we need the Club Tail twister. Not as another way to raise money but as a way to generate humor, create an atmosphere of friendliness and just have fun. In other words make the meeting something to look forward to. I have found the most fun has been generated in clubs where the fines are a token 25 cents. A quarter is a small amount to spend to bring a smile to your friend's faces. And everyone has a chance to be involved.

Make your plans now to be at the Cabinet meeting /rally on the 7th of October and I will see you there.

Remember, the most honorable acclamation you can have is to be called a Lion.

Yours in Service,

Lion Joe Bill Brannon, DG 18B

Other News

Family Membership

Lions Clubs International announces the Family Membership Dues Rate. This new membership initiative is an exciting opportunity for Lions to welcome and expand services to their community. With family members as the main focus, Lions Clubs International offers not only a reduced dues rate to its members, it also presents special programs, activities and opportunities for families. The Family Membership Dues rate begins on January 1, 2007, for those Lions who are certified as family members by November 30, 2006. Registration forms are available on-line at www.lionsclubs.org.

Reachout to Baby Boomers

LCI's Baby Boomer campaign encourages men and women of the Boomer generation, born between 1946 and 1964, to join Lions. Representing the largest population in U.S. history, Boomers are a diverse group who want to make a difference by contributing their experience, leadership, skills and talents to the communities in which they live and work. For more information and recruitment tools, visit the new "Boomers" Web page. You'll find an electronic brochure, recruiting materials, a fun quiz and an electronic postcard. For more information e-mail the New Clubs and Marketing Department boomers@lionsclubs.org, or call 630-571-5466, extension 522. Look for the article in the September issue of THE LION Magazine, "LCI Introduces a New Campaign for 'Baby Boomers'...the New Generation of Lions."

Membership

IN MEMORIUM

The passing of 32 Lions into non-Lions occurred silently this past year. These Lions were members of the Glennville and Savannah Chatham South Lions Clubs. Their passing went virtually unnoticed by those around them. No one realized that the event was happening over time.

District 18B will miss the Lions of the two clubs. These Lions proudly displayed their gold vests at events in their communities. The Glennville Lions Club was actively involved in the Glennville Sweet Onion Festival every spring. Also, they collected winter coats and jackets for the children in the community along with book bags and school supplies. They stood on the street corners and in the intersections collecting donations for White Cane Day to support the Lighthouse charities. Now, no one in the Glennville community wears the gold Lions vests.

Savannah Chatham South Lions Club was a leader. Even though they never reported it, they supported more eye surgeries, purchased eyeglasses, and provided more eye exams than most clubs their size. Their members included three ophthalmologists. The Lions of the Savannah Chatham South Club served as district chairs when asked and gave all of us their expertise. You could count on them attending cabinet meetings, district conventions, and state conventions.

What happened? Will anyone ever really know? Did they just decide to stop meeting as no one was interested in belonging to the club? Perhaps they did not have a project that would bring all of them together. Perhaps they had a project but it became too much for them

PDG Lil Shurtleff, 18B Membership Chairperson

to do by themselves and they did not think of asking others to help. Perhaps they just became too old. We have heard that no one had asked to be a member of the club—but did they ask others to join them? Did they have an active Membership Committee that went out into the community and actively sought out future Lions?

Every Lions Club must have that active Membership Committee. Three Lions who know the community should be on the committee. There should be at least three membership activities every Lions year to invite prospective members to come in and meet the Lions of the club. One of those activities should seek out Lions who are younger members of the community. This is the 10 Year Plan. Have a membership night in which the Lions of your club invite a person who is 10 years younger. Plan something special that night—a special speaker or program or a review of the history of the club to include community projects. BUT keep it short and interesting! After the meeting, the host Lion should phone or meet with the prospect and again invite the person to be a Lion. Diversity is the key—whether age, gender, or career.

District 18-B needs 105 new Lions this year. This is above and beyond the numbers who pass away, are transferred, or drop their membership. If we lose 20, we need 125; if we lose 40, we need 145. Every club can add members. There is not club in the district that can say that they do not want new members. As District Membership Chair, I can help your club set up a membership committee or a membership activity. Please contact me for more information.

I can be reached at cshurtleff@coastalnow.net.

25 Marketing Ideas Light up your club

Form MK97

Many of your neighbors (people we like to refer to as prospective members) may not be aware of your club's achievements and may have very little knowledge of the Lions organization. To gain new members, the prospects must become aware of the benefits that the club brings to the community and perceive your club as effective, easily approachable and worth investigating.

Below is a list of 25 marketing ideas to help you broadcast your message and increase your club's visibility. If an idea does not fit your club's operations, modify it to match your needs.

Exhibit Marketing

Exhibit Booth–Sponsor an exhibit booth at the next health fair, community festival or home show.

at the next health fair, community festival or home show. Feature photographs of club projects and provide membership information to attendees.

2 Exhibit At Your Local Mall–Showcase an exhibit that displays photographs and descriptions of club activities at a local mall or shopping center. Provide information about the next project and invite people to participate.

3 Information Table at Your Next Project – Place an information table at the location of your next project to let the public know the project is sponsored by your Lions club and invite them to take part in the project.

4 Build Your Prospect List —Hold a raffle for people who stop by the exhibit and leave their name. Add the names to your mailing list and inform them of ways that they can become involved in club activities. Be sure to

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25 Marketing Ideas Light up your club (continued from Page 3)

Form MK97

keep the list up-to-date!

Advertising

Advertise in the Local Newspapers—Place an ad in the local paper to let your neighbors know about your club and who to contact for more information.

6 Point -of -Purchase Display—Ask the owners of local businesses if they will allow the club to place brochures in a holder near the cash register to let your community know about your club.

Radio —Invite a local radio station to broadcast from your next special event or request that the station broadcast one of Lion Clubs International's public service announcements. Public service announcements are available from the Public Relations & Production Division.

8 Billboards -Post ads on billboards to promote the club.

9 Yellow Pages and Service Directories — Place the telephone number of your club in the yellow pages and other service directories so that your club is easy to find. If you do not want to use a member's personal telephone number in the listing, consider buying an additional line that goes to an answering machine or "voicemail" box.

10 Television Commercials and Public Announcements — Ask your local cable company for air time. Public service announcements are available from the Public Relations Division.

11 Develop a Web Page —Promote your club on the Internet. Make sure your club name is reflected in your URL address and include your E-mail address.

Group Presentations

12 Audio- Visual Presentations - Lions Clubs International has a large selection of audiovisual presentations (both videos and slides are available through the Club Supplies Division) that spotlight a wide variety of topics. Offer to show them to groups such as the PTA, community interest organizations, and others that may be interested in joining.

13 Personal Presentations —Offer to speak during community events and other forums that involve community leaders and concerned citizens. Explain how Lions have helped the community and outline the service projects that they currently sponsor.

Personal Contact

14 One-on-One Recruitment —Meet with a prospective member individually to inform them of the club. Invite them to take part in the next meeting or club project.

15 Telemarketing—Get a list of the people who may benefit from a specific program (for example, the names of people who live near a park that will be enhanced or a stream that will be cleaned) and call them on the telephone to let them know what the club is doing for their community. Invite them to take part in the project.

Direct Mail

16 Letters —Develop a mailing list of people who have participated in previous projects and others who you would like to recruit. Mail them a letter explaining what the club has done and ask them to contact you if they are interested in attending a meeting.

17 Multiple Mailings —Research shows that most people require multiple contacts before they respond. Use a variety of mailings, including your club newsletter, announcements and the materials available from International Headquarters. Plan to mail to each prospect on a regular basis.

18 Club Newsletters —Mail a special edition of your club's newsletter to prospective members, outlining the club's accomplishments and announcing plans for the future.

19 Announcements —Send announcements explaining a special activity to the people who will benefit from the program and other interested parties. Invite them to take part in the project and find out more about the club.

Membership Campaigns

20 Lions Clubs International Contests

– Make the most of the campaigns developed by Lions Clubs International by planning a special event and motivating people to participate. These campaigns include the October Membership Growth Award and the Legacy of Lions Campaign. Make announcements at your meeting and include reminders in your club's newsletter. Offer your own club award to winners.

Club Reports

Editor Comments— These clubs reports are from those that was posted on the web site or sent directly to me. If you do send your activity reports to the editor, be sure you send a copy to your District Governor, Vice District Governor and Zone Chairperson. They are needed in order to count in the District Governor's Points contest.

<u>Alamo</u>— Average attendance is 10. They worked 15 hours on community projects and spent \$94 on local eye services. The DG made his official visit

Bloomingdale— Club worked 96 hours on club administration and had most of their members in attendance at club meetings. They worked 76 hours on community projects.

<u>Bulloch</u>— Collected several dozen eyeglasses. They are providing eyeglasses in the area and are working on their flag program. The club is displaying Us and Georgia Southern Flags. They worked 25 hours on administrative duties.

<u>Claxton</u>— Average attendance is 9, club worked 10 hours on club administration and 12 hours on community projects. They sent \$550 to Send a Kid to Camp. They are placing Flags twice in September.

<u>Douglas</u>— The club worked 85 hours on club administration and 1578 hours on community projects. Average attendance is 58. Club reported \$2,200 in eyeglass service and collected 3864 used eyeglasses. They reported that their Leo Club has completed a membership drive and that club now has 59 members. They added 6 new members to the their club as well.

District Rally Saturday, October 7 Sybil's Restaurant Jesup

Cabinet Meeting 2:00 P.M.
District Rally 5:00 P.M.
Y'all come, Y'hear!!!

<u>Golden Isles</u>— Average Attendance is 12 and worked 65 hours on community projects. They held a yard sale with the proceeds going to Campaign Sightfirst II. They are working on new member recruitment drive.

<u>Jacksonville</u> The club worked 8 hours on club administration and 200 hours on community projects. They sent \$50 to RFB&D and \$25 to the Camp as memorials. The club was visited by VDG Dewey.

<u>Pembroke</u>— Club worked 4 hours on club administration and spent \$210 on local eye services. They had an average of 7 in attendance. They are working on a Send A Kid to Camp Fundraiser.

Reidsville— The club worked 70 hours on club administration and 300 hours on community projects. Average attendance is 29. They spent \$342 on local eye services. They conducted a Breakfast Fundraiser.

<u>Savannah</u>— Club worked 225 hours on club administration and spent \$1,200 on local eye services.

<u>Savannah Port City</u>— Club worked 25 hours on club administration and 50 hours on community projects. They spent \$100 on community betterment.

<u>Waycross</u>– Club spent \$138.98 on community betterment and worked 90 hours on club administration and 22 hours on community projects. They have an average of 16 in attendance at meetings.

Wilmington Island— Club worked 49 hours on club administration and 33 hours on community projects. They spent \$66 on local eye services and the board heard a presentation of CSFII by District Coordinator Jerry Kaiser. They placed a very creative eyeglass box in front of Wal-Mart.

<u>Woodbine</u>— Club worked 25 hours on club administration and 73 hours on community projects. Average attendance is 26. They spent \$325 on local eye services and \$290 on the community. They sent \$100 to the Camp for Send A Kid to Camp.

Zone Meeting

Region 2, Zone 2 will meet Tuesday, September 19 at R. J.'s Seafood & Steaks at 7:00 P.M.

Clubs in this zone are: Bellville, Bulloch, Claxton, GSU Campus, Pembroke and Statesboro Noon.

Additional details available from Zone Chair Janet Ward, (912) 764-3233 or Email kingjames@frontiernet.net



"Celebrate Peace" is the theme of the 2006-07 Peace Poster Contest. Lions clubs can sponsor the program in their community for children in local schools or organized, sponsored youth groups. Students, ages 11, 12 or 13 on November 15, 2006, are eligible to participate. Through the contest, students are encouraged to visually depict their interpretation of the contest's theme.

Lions clubs may purchase a contest kit through the Club Supplies Sales Department. A kit must be purchased for each contest sponsored. The contest must be sponsored by a Lions club.

Judging

Each poster is judged on originality, artistic merit and expression of the theme.

Posters advance through several judging levels: local, district, multiple district and international. At the international level, judges from the art, peace, youth, education and media communities select one grand prize winner and 23 merit award winners.

Awards

One international grand prize winner will receive a trip to a special award ceremony with the sponsoring club president and two family members at Lions Day with the United Nations in New York City, New York, USA (subject to change). There the winning artist will be presented with an engraved plaque and a cash prize of US \$2,500.

Each of the 23 merit award winners will receive a cash award of US \$500 and a certificate of achievement.

November 15 is the postmark deadline for submission to the District Governor.

Club Anniversaries

The following clubs celebrate anniversaries this month as recorded by Lions Clubs International.

 Club
 Charter Date
 Anniversary

 Alma
 9/12/1933
 73

 Brantley County
 9/19/1944
 62

 Jesup
 9/22/1955
 51

Membership Changes

New Members

New Members		
Sponsor	Club	
	Douglas	
Vance McSwain	Hinesville	
Vance McSwain	Hinesville	
Stan Bazemore, PCC	Lyons	
Reinstate	Port Wentworth	
Trot Hurd	Savannah	
Trot Hurd	Savannah	
Transfer	Savannah	
Joe Bill Brannon, DG	Statesboro Noon	
lan Ruggles	Woodbine	
Joel Williams	Woodbine	
Elizabeth Hanzi	Woodbine	
	Gain in Membership 17	
	Vance McSwain Vance McSwain Vance McSwain Stan Bazemore, PCC Reinstate Trot Hurd Trot Hurd Transfer Joe Bill Brannon, DG lan Ruggles Joel Williams	

Deceased Members

LionClubBerta CooperJacksonvilleLoren GreenmanRincon

Dropped Members

Lion	Club	Reason		
Melissa Barnes	Douglas	Resigned in Good Standing		
Jimmy Harper	Douglas	Resigned in Good Standing		
George Heck	Douglas	Resigned in Good Standing		
John McLean	Douglas	Resigned in Good Standing		
Clement Palazzolo	Douglas	Resigned in Good Standing		
Robbie Roers	Lyons	Resigned in Good Standing		
Kathy Ladner	Rincon Noon	Non-Attendance		
OL 1 DI W	D: 11	NI A I IN D		

Gloria Phillips Rincon Noon Non-Attendance and Non-Payment of Dues

Loss in Membership 10

25 Marketing Ideas continued from page 4

21 Club Contest —Develop your own club contest or challenge a neighboring club to recruit new members. Give the winners free meals at meetings and exclusive recognition at a special event or an important meeting.

Retention

22 Community Needs Assessment – Conduct a Community Needs Assessment

(available from International Headquarters) to discover new projects that will bring exciting new challenges to your club. Invite former members to participate.

23 Keep Former Members on Your List —Send your newsletter and other announcements to former members to keep them up-to-date on club activities. Invite them to club events and include them in volunteer opportunities.

24 Monitor Member Activity-Monitor member involvement to identify the members who may be "at risk."

"Watch for inactivity, which may mean that they have lost interest, do not feel valued or have other difficulties. Talk with them one-on-one to offer assistance and let them know that they are important.

Quick Market Research

25 Conduct a New Member Needs Ap-

praisal — Identify what motivated each new member to join and help them work toward their goals. Conduct research to uncover their talents and skills and help them become a valued member by matching them with responsibilities that they will find rewarding.

Bonus

26 Conduct an Exit Interview—Your best prospects are your former members. Conduct an exit interview to uncover why they left. If a problem is identified, work to resolve it so that it does not affect other active members. Continue to re-

cruit them by keeping them on the mailing list and maintaining contact.

STEPS TO DEVELOP A SUCCESSFUL MEMBERSHIP MARKETING PLAN

Step 1: Identify Your "Target Markets"

A "target market" is the audience or group that you plan to reach. Consider the following groups (just to name a few):

Member Referrals Family Friends General Public Community Leaders
Nonmember Volunteers Retired People Educators Business Associates Program Benefactors

Step 2: Review and Analyze Previous Programs

Collect information on previous membership programs. Scrutinize the effectiveness of each program and discuss ways in which they can be improved. Be sure to include the effective programs in your new plan.

Step 3: Chart Your Strategy

Choose a target market and then outline how your club will approach each group. This can be done using a variety of methods. Usually, a combination of approaches is more effective. Make sure that you include the techniques mentioned in this brochure.

Step 4: Allocate a Budget

Review your written plan and identify items that will have a budget impact. Outline the expenses and estimate the cost for each project, then obtain approval for each expense item. Attach the written budget to your plan.

Step 5: Delegate

Appoint a member to be responsible for each item outlined in your written plan. Explain their responsibilities and the time frame in which results are expected. Make sure they know the details of their responsibilities and provide training if needed.

Step 6: Follow-up

Request a status report at each meeting to monitor the progress of the program. Consult with committee members privately if you suspect any problems. Solve problems and offer support as soon as possible to keep the program on track. Monitor the results and note changes that should be made in future programs.

Share Your Successes! We want to hear from YOU!

Member Anniversaries

Beginning this month we will be honoring those Lions whose anniversary of joining Lionism during the current month. Listed below are Lions who have served 15 years or more. Many thanks are due these Lions for their years of service.

<u>Lion</u>	<u>Club</u>	Year Joined	Years of Service
E. James Burnsed	Richmond Hill Lions Club	1990	16
A. Way Carter	Waycross Okefenokee Lions Club	1991	15
Tom Chambers	Clinch county Lions Club	1977	29
Dan Collins	Richmond Hill Lions Club	1988	18
Larry Crosby	Douglas Lions Club	1987	19
Howard H. Davis, III	Kingsland Lions Club	1980	16
Johnny E. Farr	Waycross Lions Club	1986	20
Ralph L. Godwin **	Blackshear Lions Club	1982	24
Emily H. Groover	Bellville Lions Club	1987	19
Hershell Guthrie	Douglas Lions Club	1991	15
Dewey N. Hayes, Jr., VDG	Douglas Lions Club	1979	27
Phillip Jones	Richmond Hill Lions Club	1990	16
Larry L. Mannion	Liberty Coastal Lions Club	1989	17
Walter F. Meilander	Jekyll Island Lions Club	1991	15
Marsha S. Moore *	Savannah Hostess City Lions Club	1986	20
Dr. Wilber E. New **	Lyons Lions Club	1961	45
Raymond E. Nuss	Waycross Okefenokee Lions Club	1969	37
Robert L. Porter	Douglas Lions Club	1980	26
Ben W. Stewart *	Bloomingdale Lions Club	1974	32
Gloria Thompson	Bellville Lions Club	1987	19
Ronald E. Widener **	Lyons Lions Club	1967	39
* Charter Member	** Reinstated Member	*** Life Member	

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