

GMT...How it Can Help Your Club!

A year ago, Lions Clubs International established the Global Membership Team to provide a global structure for membership involvement which is continuous, focused and integrated. In other words, it is an international plan established to help all 46,000+ clubs around the world with membership growth, retention, etc. (The partner of the GMT is GLT or Global Leadership Team which will be featured next month.)

The teams should work in a highly interdependent manner from the international level, to the constitutional area level, the regional levels and to the district level (and back up the ladder!) for the benefit and success of the club and in support of Lions' commitment to ser-

vice. After all, we know that service and membership are co-dependent. More members means that more service can be done, and the more community service that is done, the more membership will grow.

By considering historical data, unique geographic and cultural characteristics, and utilizing LCI's resources and initiatives, members of the GMT stand ready to assist in the identification of district and club service opportunities, development and achievement of membership goals, and recognition of and assistance for struggling clubs.

Think of the GMT for communication and motivation, a stimulus for vision, planning and perseverance.

The Global Membership Team operates to enhance membership development. GMT and GLT are connected and coordinated at the international level by an executive council. (the top four box levels in the organizational chart in column one)

As you can see, the Global Membership Team is designed to serve specific constitutional or geographical areas. PIP Jim Ervin is the Constitutional Area #1 Leader which serves most MDs in the U.S.A. PID Steve Sherer is the area leader for MDs 13, 14, 24, and 29 or Ohio, Pennsylvania, Virginia, and West Virginia respectively.

GMT in MD-13

We are very fortunate that our two most recent Past International Directors from Ohio are in leadership positions. PID Steve Sherer (2006-08) is the Area Leader while PID Jerry Smith (2009-2011) is our leader for MD-13.

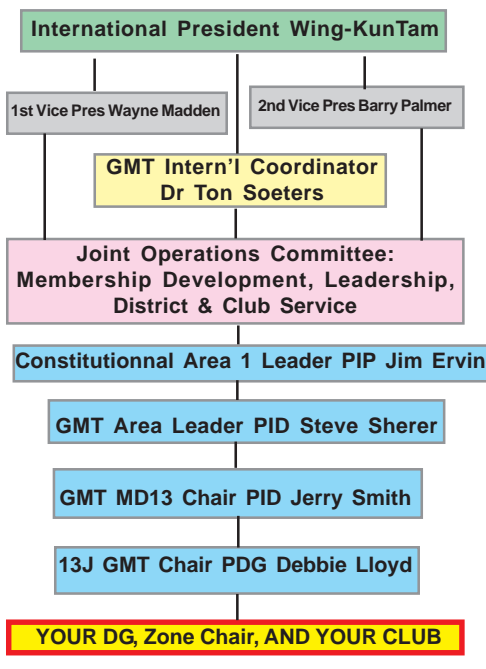
The fact that they have both served on the LCI Board in the past five years combined with their great leadership abilities should give all ten MD-13 district a direct pipeline for assistance.

GMT in 13-J

The GMT Chair for our District is PDG Debbie Lloyd. Lion Debbie is a member of Jackson Lions, a former President, Zone Chairman and a past governor 2008-09. During her year as Governor, she challenged the clubs to increase membership by 50, the goal met by December 1st. By March 1st another 50 new members were added and by June 30th, District 13-J had a total of 160 new Lion members. Two new clubs were chartered that year. PDG Charles Newland is serving on extension and PDG Bob Richmond will work on Retention

GMT in YOUR CLUB

The GMT exists to help you and your club. It is a great opportunity to take important steps toward growing and improving your club BUT, you have to take the initiative. Only when there is feedback both ways, will any system work. **Get in touch with your Zone Chair, District Governor, and/or our district leader to get started TODAY!**



- The GMT-district will compose
- action teams based on need.

BELIEVE

If you BELIEVE it, you can ACHIEVE it!

BELIEVE



From the
computer desk of
**District
Governor
Georgia**

As you can see by our front page this month we are focusing on membership. The dictionary describes the word “membership” as the total number of members

belonging to an organization. When you become a member of the Lions Club, you join a membership of over 1,367,614 Lions in 46,000 clubs scattered around the world in 206 countries.

In Ohio, the first club to charter as a Lions Club was in Cleveland in 1920. Since Ohio was number 13 to join Lions Clubs we are known as Ohio Lions MD (Multiple District)-13. In Ohio, we have 425 clubs with approximately 15,000 members. There are 10 districts that make up MD-13 and we are in district 13-J.

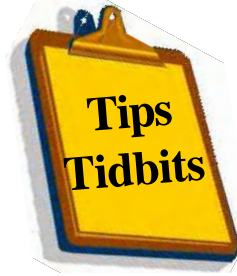


Our district has 46 Lions Clubs, 3 Lioness Clubs and 4 Leo Clubs. In July (the beginning of this Lion year), our district had 1,395 members. The membership count has dropped to 1377 as of August 31. We dropped 30 members and added only 12 new members. This count of members is not accurate due to the fact that nine of our clubs have not reported their membership since last Lions’ year. There are clubs that are adding new members, and they will be reported on the September MMR (monthly membership report). It is our hope that membership will increase by retention of our members and a strong recruitment project adopted by each of the 46 Lions clubs in 13-J.

Why is membership in Lions Clubs important? What factors figure into the changing member count? What can we do to recruit new members? How do we hold on to members who do not attend meetings or pay their dues? These are questions to which the GMT (Global Membership Team) is seeking answers. The GMT is developing working solutions to these and other questions concerning membership.

Tools that you can use for recruitment and retention are available for your club. The Club Excellence Process (CEP) program is one of these tools. With this membership tool you will identify what your community thinks of the Lions, what they see as needs, and how the Lions can serve. This tool also helps evaluate why members may be thinking of dropping out and/or not attending meetings. It will help you plan projects which will recruit new members to better serve within your community. CEP is a tool for evaluating, planning and setting goals for your club’s service to your community. Please contact any of the district officers to learn more about CEP.

Remember: Active members and recruited new members contribute hands, willing to serve your community.



by First
Vice District
Governor
Rick Tipple

Here I am writing for the Oct. newsletter already. I hope you don’t get tired of hearing how fast the time is going by, but maybe if you don’t feel that way you’re not very busy.

I’m writing this from Anchorage AK. Some of you probably think that I’m crazy after what happened in Seattle, but I’m not ready to stay at home yet. I hope you will catch a little of my enthusiasm and get busy on membership, both retention and additions.

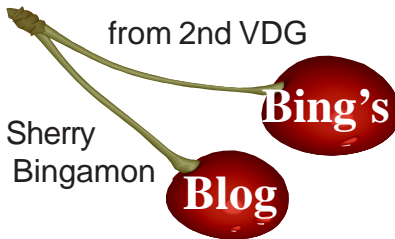
I talked with PID Steve Sherer last night and he is very concerned about the state membership and what it means to its operation. It is the same concerns that I have about the District and our individual clubs. With less people we can provide fewer services plus it costs more per person to provide the infrastructure.

I hope you have a plan in place to increase your club membership since we are already 3 months into this year. There is a saying “Plan your work and work your plan”. If you don’t have a plan I think you know what the results will be.

I’m going back to another issue and that is your club service projects. There has been a lot of talk about your signature project. While it would be nice for every club to have a signature project, don’t worry if you don’t have one yet.

The biggest issue is that you have service projects for your members to be physically involved with. That’s why they really joined your club in the first place. That’s where the satisfaction comes from that keeps them as members. This is what helps your retention.

I would also remind you about the “Club Excellence Process” which can help you evaluate you club and whether you are in tune with the needs of both your club and your community. So get busy and don’t forget to ask someone to be a Lion.



from 2nd VDG

Lions Club

International has a history of humanitarian accomplishments throughout the world. The basis for this success is club members who give their time and talents to perform service in their communities. To maintain our accomplishments, we must attract new members who continue our commitment to serving our communities.

Sponsoring a new member is more than a one-step process. New members are the life blood of our organization. With them comes new energy, enthusiasm and ideas. To keep new members and current members excited about our services, we have to be:

1. Recruiters: We have to be constantly searching and asking individuals who we think fit into our organization. We have to find what their interests and talents are. We have to *introduce them to Lionism, explain what we are about.*

2. Host: Making new members feel welcome at our club meetings, encouraging them to become involved in our activities, is key to our success. Make sure we orient them to the ideals of Lionism and how we became the number one service organization in the world. Encourage them to get involved in zone and district functions.

3. Mentor: All Lions are mentors and we must continue to teach and share our knowledge by helping those who are in distress. We need to help each other and others in our district instead of just being concerned with ourselves. Without support from each other and recruiting new members, our clubs will die and that would be a terrible loss for our communities.

Membership is a challenge for all of us. Last year at this time we had a district total of 1400 members. This year, we are down to 1378. There are several resources on the LCI website that give ideas to attract new members. Membership chairs need to develop a membership drive. Every district officer is willing and able to help. There's the Club Excellence Process, a workshop designed to help clubs recognize their community needs. It also helps them see how their own club sees them. This is a great way to set goals to make ourselves better. We have to continue to grow, if we don't, we will not be in existence in the future.

“THOSE WHO BELIEVE, CAN ACHIEVE”

Retention of Membership: A letter to read and think about.

Remember Me? I'm the person you asked to join the club. I'm the one who paid you \$25 to join, stood up in front of all you, and promised to be a loyal and faithful Lion.

I'm the Lion who came to every meeting since that time. But no one paid any attention to me. I tried several times to be friendly to some other members but they all had their "friends" to



whom they had to talk and sit next. I sat down along with some unfamiliar faces several times but they didn't pay much attention to me.

I hoped very much that somebody would have asked me to take charge of the last fund-raising project, but no



one asked me. I wanted very much to do the job, but no one saw my hand when I volunteered. I missed my first meeting since joining the club because my spouse was sick and I couldn't make it but no one asked me at the next meeting where I was. I guess

it didn't matter very much to the others whether I was there or not.

The next meeting I decided to stay home and watch a good program on TV. The following meeting I attended. No one asked me where I was the week before. You might say that I'm a good person, a good family person, that I hold a responsible job and love my community.

You know who else I am? I'm the Lion who never came back.

It amuses me when I think back on how the president and several members were discussing why the club was losing members. It amuses me now to think that they spent so much time looking for new members when I was there all the time. All they needed to do was to make me feel needed, wanted and welcomed. That's all.



*submitted by Lion Harry Bennett
Bellbrook Lions*

Spreading the Word

Mike Hathaway, 13-J PR Chair



As mentioned previously, one objective of this column is to share ideas about how to do a good public relations job for your club. To that end, Lion Jeannie Snapp, 1st VP of the Hillsboro Club, recently shared an excellent write up regarding the proper format for a press release she received from her daughter Becky. Excerpts follow along with some personal thoughts:

There is a fairly standard format for creating press releases. It will help your credibility and chances of being published if you present your material this way. At its best, a press release succinctly describes the “who”, “what”, “where”, “when”, “why”, and “how” of your project in a manner that makes it easy for media professionals to use your material without having to make major changes.

The headline should be short and announce the subject. Some news outlets prefer to prepare their own headline so you can omit if you like. Next is a summary paragraph which is a synopsis of the news in one to four sentences.

The lead sentence contains the most important information in 25 words or less. Grab the reader’s attention by simply stating the news you have to announce. Do not assume the reader has read the headline or summary paragraph. The lead should stand on its own.

A news release keeps sentences and paragraphs short. The first couple of paragraphs should answer the who, what, when, where, why, and how questions. The news media may take the information from the news release and craft a news or feature article or they may use the release word-for-word.

The remainder of the release expounds on the information provided in the lead paragraph. It may include quotes from club officers or members. The least important information should appear near the end of the release as most editors cut from the bottom up if there are space limitations. It is always good to include a photograph if appropriate.

A standard press release is 300 to 800 words. Be sure to use a word processing program that checks for spelling and grammar. In addition, have a spouse or friend proof read your material. Good writing is hard work and two heads are always better than one.

Use the word “END” or “30” to denote the end of the release and list a contact person with telephone number for additional information. Thanks to Jeannie and Becky!



JANUARY

13, 14 &

15, 2012



near Mt Sterling, OH

in 13-J

COME FOR THE FUN!

COME FOR THE

SEMINARS!

COME FOR THE

FELLOWSHIP!

Cost: \$125 (includes all activities and 4 meals)

Send your “doe” (\$105)

by December 1, 2011

and save 20 “bucks”

Registration form on-line at

www.ohiolions.org

Hotel: \$75 (before 11/30/2011, request Lions Group Rate)/night

+ tax

Get Trained NOW: A Great SERVICE Project Helping Children

Every Lions District in Ohio now owns a Welch-Allyn Sure-Sight autorefractor, i.e. a camera to screen children for amblyopia (lazy-eye). This is a great service project but you must be trained to use the equipment.



Training sessions are listed below and you can contact our 13-J Sight & Hearing Representative for more information: Lion Jim Downing, scooper@ameritech.net or 740-426-6113.

Cincinnati:

10/12/11 10:00 am to 2:00 pm
Clovernook School for the Blind and Visually Impaired, Community Room
7000 Hamilton Avenue
Cincinnati, Ohio 45231

Columbus:

10/10/11 1:00 pm to 5:00 pm
Westerville Public Library
126 S. State St., Westerville, 43081

Dayton:

11/14/11 12:30 pm to 4:30 pm
South Community, Inc.
3095 Kettering Blvd., Dayton, 45439

Sessions are also available in Toledo on Oct 7 and Cleveland on October 25. If you are interested in these dates and specific locations, contact Lion Jim.

Spring Valley Lions Invite You



to celebrate their 40th Anniversary. The event will be October 15 at 5:30 at the new McCoy's Banquet Barn, 1130 Gurneyville Road, Wilmington. The prime rib dinner is \$16 per person. Reservations are due October 5. Contact Dave Jordan at dmj67@att.net or 937-372-4774.



Bellbrook President Eleanor Haupt received IP Tam's "I Believe" pin from DG Georgia.

Washington C.H. Lions Plant 25 Trees



On September 27th, DG Georgia joined members of the Washington C.H. Lions to plant 25 cypress trees at the local cemetery. The tree planting is part of LCI President Tam's goal to plant 1 million trees around the world and DG Georgia's goal to plant 1400 trees in the district, one for every 13-J Lion.

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Mount Orab's Fall "All U Can Eat" Pancake & Sausage Breakfast

Saturday, Oct 29th, 7:30 a.m. to 11
at the Western Brown High School,
West Main Street.

Menu: "All you can Eat" pancakes,
sausage, orange juice, coffee, and/or
milk. Everyone Welcome!

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