

The Year-Round Growth Program

A strong, active membership is the foundation of the association and its mission to serve communities around the world. As membership in the association grows, the resources necessary to make a difference increase as well. Therefore, the focus on membership growth needs to be a continual 365-day-a-year activity. Clubs that are growing have a strategy for membership development and follow a well thought out and organized action plan.



The Year-Round Growth Program provides tools, resources and strategies to aid members and clubs with their respective membership growth initiatives, awarding those who take the extra step and sponsor new members into membership. To ensure that growing the membership isn't put off until tomorrow, the Year-Round Growth Program has been retooled to provide clubs with a variety of membership growth strategies and ideas.

Below is an overview of the new and exciting awards and recognition associated with the Year-Round Growth Program, specifically designed to provide immediate thanks to sponsors and also recognizes sponsors and clubs at the year end.

Letter from the International President

Every Lion who sponsors a new member will receive a personalized letter from the international president within a month of the new member being reported to headquarters. Letters will be sent to club secretaries for distribution.

Membership Excellence Lapel Pin

Lions who sponsor three (3) or more members during a given fiscal year will receive the Year-Round Growth Membership Excellence lapel pin. Pins will automatically be sent to club secretaries for distribution to qualifying members following the close of the fiscal year.

Membership Excellence Banner Patch

Clubs that bring in the required number of members in their category will receive a Year-Round Growth Membership Excellence banner patch acknowledging their efforts in strengthening their membership during a given fiscal year. Banner patches will automatically be sent to club secretaries following the close of the fiscal year.

The club categories, and required number of new members for the category, are:

- Clubs with 21 or fewer members: bring in 3 or more new members
- Clubs with 22 – 40 members: bring in 5 or more new members
- Clubs with 41 or more members: bring in 8 or more new members

Flag Set

The top three clubs (one from each of the three size categories) from each constitutional area that add the greatest number of new members and exhibit positive net growth during the fiscal year will be presented with a Lions Clubs International flag set. Flag sets will automatically be mailed to club secretaries following the close of the fiscal year.

The club categories are:

- Clubs with 21 or fewer members
- Clubs with 22 – 40 members
- Clubs with 41 or more members

Membership Key Awards

As Lions sponsor new members, they become eligible to earn Membership Key Awards, the association's highest awards acknowledging the achievements of sponsoring Lions. Please refer to the ME-36 for more information about the Membership Key Awards.

Optional year-round membership outreach strategy

Since membership growth must be a year-round initiative, below is an optional schedule for year-round membership outreach strategies. Each month has a different focus area so that a wide range of potential members can be concentrated on throughout the Lions year. Some are drawn from long-standing traditions, such as the March and October membership growth initiatives, as well as the April Worldwide Induction Day. Alternatively, some have a specific demographic focus.

July/August	Women
September.....	Professional partners (e.g. eye doctors, teachers, and Lion Service Project Partners)
October.....	Traditional membership growth campaign
November/December	Spouses, family
January	Leos and former Lions
February	Target demographic groups (as appropriate for each Constitutional area). Example: baby boomers, young professionals, ethnics groups.
March	Traditional membership growth campaign
April	Worldwide Induction Day
May/June.....	Retention focus

In addition, member invitation best practices and proven techniques are valuable tools to assist clubs with their membership recruiting/invitation initiatives. Please visit the Year-Round Growth section under the Membership Programs page of the association's website www.lionsclubs.org.

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