



## Iowa Lions District 9Nc



**Michael J. Nissly**  
District Governor, 2011-2012

**Mail Address: P.O. Box 606**  
**Iowa Falls, IA 50126**  
**PH: 641-648-4285**  
**Cell: 515-689-3412**  
**Email: [mn@nisslyandnissly.com](mailto:mn@nisslyandnissly.com)**

**January, 2012**

Dear Club Presidents:

Well, our year together is half done. For me it has gone extremely fast and there is much more that I'd like to accomplish. It has been a joy for me to meet some of you during my official visit to your club. I look forward to meeting the remainder of you soon during my visit to your club.

As a district we have lost membership in these first 6 months. Part of that is because two clubs have decided to turn in their charters. This meant a drop of 25 members, so we have been fighting an uphill battle because of this. My goal of maintaining our district membership numbers is still obtainable, but I need your help. Each club needs to maintain a focus on membership. To that, I'd like to offer some ideas.

- Do you have a good product that you are selling? Recruiting new members is a selling process. You are selling them on a product that they may not know much about. Certainly, as the largest service club in the world, Lions has a good product and that is helpful. But to a prospective member, association with an international service club is not what's important, what is important is your local club. Is your club sellable? Would you buy? Is the "environment" within your club welcoming to new members? Don't take these questions lightly. It certainly takes some introspection. And it is definitely something that you don't want to do alone, certainly the board of directors needs to consider these questions, and ultimately the entire club.
- When looking for prospective members I'd like to suggest that you look to the businesses in your community. Does each business have a representative in your club? That would be a great place to start. Make a list. Create a list of potential members by brainstorming names. Initially as you build your list DO NOT prejudice anyone. You never know their attitude at the current time. Perhaps you've approached someone before and they said no. That does not mean that they will tell you no again. Maybe their attitude has changed...maybe one of their New Year's Resolutions is to join a service club. After you build the list go through it and prioritize the list identifying your number one prospect and so on. Then get to work.
- Consider recruiting in groups of 3 or 4. Find friends or peers that enjoy each other's company. Bring them all in as a group. Use the success of getting one interested to get the other two. "Hey, you know John is really interested, I think he is going to join. You should join along with him." It could be like a recruiting class and give them an identity.

- Be consistent and persistent in your recruitment. It must be an ongoing focus of your club. Use your list and review it before each meeting. Where are you in the process with each name on the list? Have you assigned a member to be responsible? Has that member been consistent and persistent? As your club's President, I'd hope you would take ownership of the process. "If it is to be, it is up to me"
- Once you've been successful in sponsoring a new member it is important to keep them active. Members don't join and immediately make a commitment to the club. They make a commitment to the club through participation. Participation in planning your next fundraiser or your next service project, participation in your meetings...make sure their sponsor is keeping them active. Again as President, you need to monitor this activity.
- LCI has some tools. The Club Excellence Process helps clubs identify those things that make a club excellent. Remember those introspection questions?
- LCI is hosting a webinar titled "How to Recruit New Members". This webinar will be available on 3 different dates in January on the 11<sup>th</sup>, 17<sup>th</sup> & 20<sup>th</sup>. To find out more specifics about this webinar go to LCI's website and search for webinars.
- Ultimately, it comes down to your belief in your club and Lions. With a strong belief in both, your belief will be evident to prospective members. If you feel your belief is not strong, then perhaps you need more knowledge. You can gain more knowledge about what is going on within Lions by attending meetings outside your own. When was the last time you attended a zone meeting, a district convention, or a state meeting? Or by utilizing the tools and trainings that LCI has available on the LCI website.

Good Luck!

One thing I've learned about the Lions in 9NC is that we do a tremendous amount of work. We are great fundraisers and have some unique and interesting fundraisers. At our district convention in March, I'd like to highlight our fundraising prowess. To do this I am asking you to do the following:

- Pick your best, or your most unique fundraiser.
- Write down in detail how you conduct your fundraiser. By detail I mean all the way down to the ingredients you put into your pancake batter or what you bread your fish with. What supplies do you use...pots, pans, cooking oil, pie supplier, resources in your community, etc. Get the picture? I want your fundraiser spelled out so that another club could take the information you are providing and conduct that fundraiser themselves.
- Come to the District Convention and make a short presentation on your fundraiser. This will allow other clubs to hear in person how the event is run and to ask you questions about things still unclear.

Ultimately, with 52 clubs in 9NC I'd love to have 52 fundraisers submitted. If that happens I'll have to select some of the best ones to make presentations. We'll have the facilities to highlight 18-20 fundraisers at the convention. But all the submitted papers will be packaged into a booklet and distributed to the clubs. So, please do this soon. Don't wait for your next meeting. Please get together with the chairman of your best fundraiser and write out the details. I'd like to have the details of the fundraisers submitted by February 24. This will give us time to create the booklets and if we must, to select the presenters.

So the success of this Fundraising Showcase depends on you getting the word to your chairperson. Please help make the Fundraising Showcase a success.

The District Convention will be held March 16<sup>th</sup> and 17<sup>th</sup> in Iowa Falls. Friday night's welcoming reception and dinner for International Director Brian Sheehan will be held at Camp David Restaurant. Saturday's convention will be held at Rock Run Elementary School. This is located just west of the Casey's store that is north of downtown on Hwy 65. At the Casey's store turn west and go up the hill, the school is on your right. The convention will be centered around the gym which is on the east side of the school near the parking lot.

When was the last time your club had members at a district convention? Last year? Perfect. Congratulations! Keep up the good work. Haven't been for years? Then I'd invite you to come to Iowa Falls. Take the opportunity to expand your Lions Family. Bring a car or a van load. Come to recharge your Lions battery. If your club is struggling then you must be there. If your club is doing great, then you must be there. Each participant is important. You never know what you might hear, or learn. Your presence at the convention could impact someone else. If you aren't there you will be missed, possibly in ways you'll never know about. Come so we can finish the year off well together. And remember the Fundraising Showcase!!

Leadership.

I anticipate that our 1<sup>st</sup> VDG Dennis Lee will be elected to succeed me, which I am thrilled about. But we have no one in line to be elected to succeed him. We will also be electing a Trustee for the Iowa Lions Foundation. We need lions in 9NC to step forward and become new leaders. I realize it can be a scary thought when you don't know a great deal about how the district organization operates. But I believe if you talk to anyone who has served as a zone chairperson or a committee chair they will tell you that it did not take an inordinate amount of time and the experience was very rewarding. I'd ask you to do this for me...consider stepping forward yourself, to serve as a zone chair or a committee chair. Dennis will be building his cabinet over the next few months and he'd love to have some new names to fill the spots. Second, look at the membership of your club...who has leadership potential that has so far been untapped on the district level? Passing that member's name on to the district leadership does not seal his fate as our next governor, but it alerts us to a lion that may be developed into a great leader.

As you know our International President Dr Tam has as one of his goals to plant a millions trees in the world. My goal for 9NC is to plant 1,000. Please work towards having a tree planting project this spring.

So, I am asking you to finish strong in the next 6 months. Make membership a priority, review my points above, make a plan, implement it, and invite me to induct your new members! Help me produce a wonderful Fundraising Showcase program for the District Convention and subsequent booklet by submitting one of your fundraisers. When the booklet is produced you'll want to have your club represented. And finally, get a group of your members together and bring them to Iowa Falls in March. If you feel like your club needs a spark then this may be exactly what you need. If you have great momentum in your club, then there are other clubs that need to feel and feed off your enthusiasm. If your club is not represented it will be missed.

I want to thank you for all you have done so far for your Lions club. You are making a difference! Let's finish strong together. I believe in you.



P.S. Please make copies of the District Convention flyer and distribute it to your club. Thanks

# 9NC DISTRICT CONVENTION

MARCH 16-17, 2011

Rock Run Elementary School  
710 North Street, Iowa Falls, IA

Friday: Welcome reception for International Director Brian Sheehan

Time: 6:30 Social Time 7:00 Dinner

Location: Camp David Restaurant – 119 Main St

Saturday: Rock Run Elementary School

7:30 Board Meeting

9-12 Programs

Fundraising Showcase

ID Brian Sheehan - Retention

GMT/GLT/LCIF/ILF/WMMR Training

12:00 Memorial Service

Dinner

Business Meeting/Elections

Awards

Growing your Lions Family

Registrations will be due by Friday, March 9

Friday night dinner - \$15.00

Saturday

Registration - \$5.00

Dinner - \$15.00

Hotel rooms have been reserved at AmericInn, Iowa Falls. 888-205-7415

The cost for the rooms will be \$79.90 + tax – Mention “Marian Gehrls Iowa Falls Lions” and they should be able to find the block of rooms. These must be booked by Feb 24<sup>th</sup>.

## District 9NC Convention March 16-17, 2011, Iowa Falls, IA

Name: \_\_\_\_\_ Club \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ First Timer: YES or NO

Friday Night Welcoming Reception: \$15.00 \$ \_\_\_\_\_

Saturday: Registration \$5.00 \$ \_\_\_\_\_

Banquet \$15.00 \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

Please Send Registration to Marian Gehrls, 12631 Mm Ave, Iowa Falls, IA 50126