

WOMEN'S MEMBERSHIP DEVELOPMENT CHAIRPERSON

PURPOSE:

This policy sets forth the general qualifications and responsibilities for the Women's Membership Development and Participation Chairperson as directed by Lions International.

GENERAL:

1. A Lion who wishes to serve as chairperson (preferably a woman) may come from any region in Sub-District 14-N.
 - a. Have a proven track record in recruitment and retention work (or similar experience) that may be applied to the recruitment and retention of women members.
 - b. Have knowledge of, or a strong willingness to learn, fundamentals of marketing and promotion as they relate to ongoing membership recruitment and retention of women.
 - c. Have the ability to persuasively promote the benefits of Lions to potential women members with a variety of interests and backgrounds.
 - d. Have a strong, positive attitude and understanding of the need for women members in Lions Clubs.
 - e. Have a willingness and ability to travel within Sub-District 14-N when requested by the District Governor to conduct a seminar or meeting.

- f. Have the ability to give an effective presentation to Lions and non-Lions groups.
 - g. Have a willingness to work with the Sub-District MERLO Team.
2. The Responsibilities of the Chairperson shall be to:
 - a. Oversee the Sub-District's women's membership development and participation program over a one-year term.
 - b. Report progress to the District Cabinet at the District Cabinet Meetings and the chairperson of the MERLO Team.
 - c. Provide encouragement, coaching and motivational aids for all Lions, especially the women's activities.
 - d. Help establish goals for the Sub District and develop action plans to be presented to the chairperson of the MERLO Team.
 - e. Provide annual training for all women participants.
 - f. Develop articles about recruitment and retention of women Lions for the Sub District newsletter.
3. The District shall provide for reimbursement to the Women's Membership Development Chairperson when attending Multiple District 14 workshops. It shall be in accordance with Rules of Audit.