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Improving Your Club's Membership

A Mission to Care, Support and Help Our North Carolina Citizens

North Carolina Lions, Inc. is a 501(c)3 nonprofit organization established in 1934. As the official charitable organization for the Lions of North Carolina and working closely with community based North Carolina Lions Clubs, we collectively enrich the lives of those blind and visually impaired, offer needed services for those less fortunate in each community and a hallmark of continuous support of research for health related issues concerning vision and overall wellness of all our citizens.



Update on KidSight

Carlton Metts, NC Lions Inc. Executive Director

Four of the five KidSight Screening Units are positioned in the Districts and ready to go. They are 31-L, 31-I, 31-N, 31-S with 31-O coming soon. Districts 31-L and 31-I have been to several sponsored KidSight screenings with District 31-O leading with eighteen in Stanley County, all screenings were handled By NCLI Coordinator Bryan Hoover and the sponsoring clubs.

The Norwood Lions Club posted on Facebook on November 7th that it was an honor conducting eye screenings of 204 children at Aquadale Elementary School. One of the KidSight Mobile Screening Units was utilized to conduct these eye screenings.

If any Lions are wanting to be a Certified Screener, please contact Executive Director Carlton Metts and he will furnish you the information to make it happen.

Our KidSight program could not have been possible without many Lions and non-Lions across this state that made this Grant happen. Thanks to NC Representative Jason Saine for his support of our KidSight Program, Lions Lacy Presnell and Neal Alexander for their foresight of the need of such a program in our school system. It is now up to us to make this program excel.



There are thousands of children under 8 years old that need us at their schools today, so don't let them down, we have the KidSight vehicles and all the equipment necessary for the screening, let's do our part and get it done.

The KidSight Screenings that have been reported to NCLI for 2022-23 are approximately 4,000 screened with an 18% referral rate. There are many clubs that are using their own screening units that do keep a tally but don't report them to NCLI.

It is estimated there are thousands of Kids being screened going unreported. If you are one of these clubs please report your numbers of screening, referrals and referral rate to us.

Camp Dogwood Update

For the 2022-23 Camper Season, plans are being made to have a full (8) eight weeks of camping. Please make your plans as the information for next year is coming out early for your convenience. Please be watching for updates from Camp Dogwood Director, Tammy Thomas via email!

Maintenance items that are being looked at are gutter and facial board replacements on White Dorm, Duplex One/Two, Duplex Three/Four with possible repairs/cleaning on Lineberger and Udovich Dorms. Handicap Ramp needed on Duplex One.

The kitchen is in need of a new commercial stove, commercial refrigerator and deep fryer. These are the major items on the block for 2022-23.



Personal Note... Carlton Metts, NC Lions Inc. Executive Director

On November 17, I was invited to represent the North Carolina Lions at the New UNC Cancer Center in Raleigh as a donor to the UNC Health Systems. Our donorships have been in the Ophthalmology area of diabetic eye research at the NC Lions Diabetic Eye Care Clinic and three other major projects totaling over \$500,000. You can be proud of your accomplishments to Clinical Eye Research at UNC Health.



Reminder, It's All There... nclionsinc.org



Brighter Visions, Camp Dogwood Raffle, Memorials/Honorariums and Clinical Eye Research results can be found and viewed on the website www.nclionsinc.org, under Program Forms.

You can view the statewide and club level results. You can also print updated forms including Memorial/Honorariums and LCIF/VSP Voucher information.

Please explore the full site to view all information.

Communication Success for Membership Growth

In our never-ending need for support of our programs and services, we count on our membership to be the key component of doing all the things to do to run this remarkable foundation for it to become everlasting. As our membership continues to decline, please note some points and ideas to build our membership.

There is a viable future for membership organizations that continue to evolve to meet the needs of their members.

At the end of the day, it all boils down to return on investment. If each individual member feels that he or she is receiving value for money, then that's what really matters.

Ryan Tracey suggests in an "eLearning" article, in this age of social media whereby world of peers is only a tweet away, the benefits of joining a membership organization is rightly being questioned. He shared some insight with the advantages of joining membership organizations.

Twenty years ago, membership organizations were a crucial aspect of a professional's career. They opened up opportunities for networking and professional development that simply weren't matched by other sources. However, in this age of social media and a hyper connected global society, Tracey believes the benefits of membership are still relevant.

1. Professionalism. Lions offer a respected brand that has served communities all across the world for over 100 years. With the motto of We Serve, Lions Clubs International continues to reach out as a non-profit organization of professionals that are serious about what it does, helping others. And most importantly, 100% of donations go to its services.
2. Professional development opportunities, workshops and webinars on leadership and the needs within the community.
3. Sometimes we forget about the perks that can offered through member companies and businesses and the perks currently offered by Lions Club International. Right now, family memberships and a waiver of initiation fees.
4. Networking... Join networking clubs and attend local events to expand your club's identity within the community.
5. Provide a profile within the community by sponsoring or offering an article in a local magazine that raises your profile within the community.
6. Recognition... Make sure you award outstanding contributions or volunteers because they have made a difference within your community.





**YOU CAN BE
A PART OF
SOMETHING BIG
THAT MAKES A
DIFFERENCE**

Join a team of service minded people like you that take on projects for a better community.

Connect With Us!
Connect.NCLions31.org

Where There's a Need, There's a Lion

Building Membership... *Continued*

Wild Apricot a world membership software company, recommends through their research of non-profits struggling with growth and donations, a few tactics you can try to improve your growth and moving forward.

1. Lean into established digital channels such as direct mail, instant messaging, blogs, video conferencing, SMS Texts, social media sites, press release and display advertising.
2. To generate more revenue, diversify beyond membership. Find your friends, and allies and ask them to help you and your cause.
3. The biggest obstacle to growing membership and revenue are the potential members and donors not knowing your organization. **Build your brand and revenue will come more easily.**

Always keep in mind our purpose is as strong as it was over 100 years ago. Lions Clubs fit the needs with programs and services in each and every community, town or city a club is found. Kindness matters and Lions lead the way in enhancing a better quality of life for its citizens.

We wish for you and your family a wonderful Holiday Season.

PDG Paul Bledsoe, NC Lion, Inc. Public Information Chair

**YOU ARE THE MOST
IMPORTANT REASON
FOR OUR
FOUNDATION'S
CONTINUED SUCCESS.**

**YOU ARE
APPRECIATED.**

NORTH CAROLINA
Lions, Inc.

We have created a new membership certificate for each and every member of your club. It's a reminder to our membership of their validity as a member in this foundation.

The goal is that every NC Lion understands they have membership in this foundation. So, please contact the office for copies and/or download this prestigious certificate.

