

## Why should you reward Members?

People feel better when they believe they are appreciated. In addition there are other benefits to the recipient, the association, and the communities we serve.

### Praising members benefits them by:

- ◆ Satisfying the basic human need to be “in the spotlight”
- ◆ Motivating them to continue to be actively involved
- ◆ Signifying that they have the respect of other members
- ◆ Increasing self-confidence to seek new challenges

### Recognition benefits Lions clubs by contributing to:

- ◆ Productivity – When members believe their tasks are more meaningful they are more productive and the club accomplishes more in the community
- ◆ Morale – Good morale is contagious and the club develops a more comfortable environment for current members and potential new members
- ◆ Retention – Satisfying the needs of your members with positive reinforcement and increases the likelihood that members will stay in the club
- ◆ Membership Growth – Publicizing recognition of the dedicated work of Lions will inspire others to become a part of our organization

### Recognition benefits the community by:

- ◆ Empowering recognized individuals to share their skills at school, church, work, and home
- ◆ Informing the public of our programs lets them know that we are a resource in the community

- ◆ Raising the awareness for the need for community service

### Who should be rewarded with praise and who should do the recognizing?

In fact, all Lions regardless of their position can be both the giver and receiver of recognition. True, many of our Lions awards are presented by officers. But, just as often, the recognition comes from a Lion working at our side or a member complimenting the work of his /her chairperson.

### If it's so important, why doesn't it happen often enough?

Eric Harvey in his book, “180 Ways to Walk the Recognition Talk” lists ten reasons for not giving recognition.

1. *I don't know how* – because I haven't had training in giving recognition
2. *I don't have time* – we are all busy but if you make recognition a priority you'll find that the time spent is worth it
3. *People don't care about it all that much* – truthfully you will probably only find one in hundreds who do not care about being recognized. Assume everybody likes to be praised. You can tell by the smile it brings to their face.
4. *It's not my job* – in fact supporting an environment in which people are acknowledged and truly appreciated is everyone's job.
5. *I don't believe in awarding people for doing what they are supposed to do* – recognition is an act of appreciation that lets people know that you notice their effort and will likely motivate them to continue their efforts.
6. *It becomes meaningless if done too much* – this is only true if it does not sound sincere to the recipient.

7. *I'm very limited in what I can do* – just use your imagination and keep it simple along with the awards that are available from LCI
8. *Sometimes it is awkward and uncomfortable* – the first time is always the most difficult. Just do it often and practice, practice, practice!
9. *People will think they've made an impression and will stop working* – Do you slow down when others compliment you? Probably not.
10. *Since I don't get recognized, why should I recognize others* – Don't let your feelings get in the way of praising others.

## Principles of Rewarding Member Service

Since Lions is a service organization nearly all of our rewards must be in the form of showing appreciation for Lions efforts. This expression of appreciation can be *informal* in nature or *formal*.

**Formal Awards** are usually given at a special event as part of a formal recognition program. These often include a certificate, medal, plaque, or pin related to the achievement. LCI has an extensive recognition program with criteria that is clearly defined. For information regarding these awards it is recommended that *The Guide to Awards & Recognition* be downloaded from the LCI website, ([www.lionsclubs.org](http://www.lionsclubs.org)).

**Informal Awards** may, in some ways, be more important than Formal recognition. As club president you can make these recognitions personal in nature. You can not praise your members for the service they provide too much. You can thank them in private with a comment or thank-you note or even better at a club meeting in front of their peers.

## Do you need to recognize everything members do?

No, but you need to think about not only the very visible results of a project and look for the behind the scenes detail work that makes the project a success.

### What should you look for?

1. Recognize the importance of every job. Every project encompasses many small tasks that make or break the success of the project. Think about those tasks and plan to recognize those who perform them well.
2. Recognize the quality of performance. Be realistic about your expectations for the job and only praise members when they meet or exceed those expectations.
3. Recognize the person. Make sure the recognition is personal not a general statement about the event.

### Where do you begin?

Some leaders develop a list of performances and behaviors that they feel deserve recognition. Then they make awards accordingly.

### A few suggestions are as follows:

- ◆ Extended performances such as perfect meeting attendance
- ◆ Meeting or exceeding expectations in completing a fund-raiser
- ◆ Taking on a tough assignment
- ◆ Mentoring and helping other members
- ◆ Demonstrating enthusiasm in club activities
- ◆ Demonstrating a sense of humor regardless of the situation
- ◆ Willingness to volunteer for additional duties
- ◆ Going above and beyond expected performance
- ◆ Keeping their cool in stressful situations
- ◆ Helping to resolve conflicts

- ◆ Sharing important information with the club
- ◆ Bringing a prospective member to the club
- ◆ For members and their families for recognition received in the community other than Lions activities

### Everyday Recognition – Six Basic Guidelines

1. **Think outside the realm of formal recognition awards** – Don't forget about formal recognition because it is a powerful tool. However, when you observe a Lion doing something that deserves recognition don't fail to express your appreciation.
2. **Determine what motivates the recipient** – The challenge is to match the reward to the person so that it has significant meaning to them. You should:
  - ◆ Pay attention to them regarding their interests and hobbies.
  - ◆ Learn about their families
  - ◆ Talk to their friends
  - ◆ Get to know them
  - ◆ Ask them what it is that makes them feel appreciated
3. **Make sure the recognition is appropriate** – Try to keep the reward proportional to the act being recognized.
4. **Make sure the recognition is genuine** – Be absolutely sincere when giving recognition. Don't just go through the motions.
5. **Be Specific** – Rather than just saying "Good Job" tell a little about the situation and how it was handled.
6. **Make recognition a habit** – By using every appropriate occasion to acknowledge effort, you will find that giving recognition will become a habit...a good habit.



# We Serve

## Pocket Guide

for

## Club Presidents

in

# Rewarding Member Service

Provided by  
MD13 Membership Committee  
The LCI publication "The Art of Recognition",  
published in 2004 has been used as a primary  
reference for this document