



# DISTRICT A15

## 2017 CLUB Membership Chair TRAINING

# Agenda

- Role of the Membership Chair
- Some Statistics
- Two facets of membership growth
  - Recruitment
  - Retention
- Resources

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- **Role of the Membership Chair**
- Some Statistics
- Two facets of membership growth
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# Primary Role

## Responsible for new club member recruitment and retention

- Every new Lion serves 70 people
- or every lost line results in lack of service to 70 people.



# How

- **Membership Recruitment**
- **Membership satisfaction (aka Retention)**



# How

- **Club membership Committee**
- **Create a yearly membership plan and goals**
  - **And execute it**
- **Plan and arrange new Member Orientation as required**
- **Keep your eye on club “health”**
- **Serve on the club’s board of directors**
- **Serve as a member of the zone level membership committee**
- **Attend Cabinet Meetings**

# Support and Guidance

- **You're not in this alone**
- Form a membership committee - maybe 2 other people.
- District GMT team
  - DG, 1VDG, 2VDG and District GMT Coordinator (Bill Robinson)
- Other Lions Clubs – Share ideas and best practices
- LCI tools –
  - training,
  - Membership Pulse eNewsletter
  - Membership Success stories on the LCI web site

# Agenda

- Role of the Membership Chair
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# District Membership Goals

## Retention Goal - Dropped Members

- Jul – Sep 50
- Oct – Dec 30
- Jan – Mar 20
- Apr – Jun 27
- Total 127



# District Membership Goals

## Invite For Impact - New Members

• Jul – Sep	15
• Oct – Dec	35
• Jan – Mar	50
• Apr – Jun	33
Total	133



# District Membership Goals

## New Clubs

- Add one new club by next spring
- With 25 Charter members



# Membership Stats - Canada

Year	Clubs	Members	+/-	Percent
2009-2010	1662	39397	-301	
2010-2011	1640	38916	-481	-1.2%
2011-2012	1629	38092	-824	-2.1%
2012-2013	1611	37575	-517	-1.4%
2013-2014	1590	37314	-261	-0.7%
2014-2015	1572	36969	-345	-0.9%
2015-2016	1551	36369	-600	-1.6%
Total	-111		-3329	-7.69%

# Membership Stats – A15

Year	Members	+/-	Percent
2009-2010	1515	40	2.7%
2010-2011	1523	8	0.5%
2011-2012	1568	45	3.0%
2012-2013	1587	19	1.2%
2013-2014	1573	-14	-0.9%
2014-2015	1534	-39	-2.5%
2015-2016	1544	10	0.7%

+29

1.91%

# Membership Stats – A15

Year	Adds	Drops	Net
2009-2010	177	137	40
2010-2011	156	148	8
2011-2012	172	155	17
2012-2013	183	164	19
2013-2014	186	200	-14
2014-2015	154	220	-66
2015-2016	147	137	10
Totals	1175	1161	14

# Membership Stats – A15

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2012-2013	183	164	19
2013-2014	186	200	-14
2014-2015	154	220	-66
2015-2016	147	137	10
2016-7 YTD	147	204	-57

# Recruiting

So what does that tell us

- In nine years we have recruited almost as many new members as we now have

Yeh!!



# Retention

So what does that tell us

- In nine years we have recruited almost as many new members as we now have

Yeh!!

- In nine years we've lost about as many as we have gained

Ouch!!

# Statistics

- If we could cut our loses in half we would be growing by leaps and bounds

# Reasons for Lost Lions

- Drop out rate in the first three years is high
- Which is a major problem
- Why?
- Also, most lost members leaving would consider joining again – motivated to serve but turned off by the club

# Retention

- Why do people leave?
- Some stats from the Canada-USA Forum



# Retention

## Why do people leave Lions

- The meetings were unproductive 43%
- Not enough younger members 42%
- The meetings were not enjoyable 33%
- I felt I did not belong 33%
- The club felt too political 32%

# Retention

- Lions feel too old and stodgy 30%
- Not enough focus on community 30%
- Personal lifestyle change 30%
- Club activities not my interests 30%
- Not enough opportunities to serve 28%

# Agenda

- Role of the Membership Chair
- Some Statistics
- Two facets of membership growth
  - **Recruitment**
  - Retention
- Resources

# Recruitment - Topics

- Recruiting Strategies
- Orientation
- Get them involved and treat them right





# 1. Recruiting

# Recruitment Strategies

- Talk to other clubs to find out what worked for them
- Signs at the entrance of the town
- Club fliers at local businesses
- Get involved in local organizations
- Work project that improves the community
- Stage a “Explore Lions” night, invite the community
- Keep recruiting in mind when interacting with the public – E.G Lion Ray

# Recruitment

- Always have your elevator speech ready
- Sponsor a speaker night for the community
- Invite a friend night at a dinner meeting.



# Recruitment

## Recruitment

- Works well for existing clubs
- But tends to propagate the Status Quo
  - We're not getting a lot of younger people
- What are the alternatives!!



# Recruitment



Recruitment – getting creative

- Leo club - local school – Lion Jim's work
- Cyber club
- Episodic Volunteerism
- Do members really need to attend all the meetings?



## 2. Orientation

# New Member Orientation

Orientation in recent years in A15

- Several years ago the three region chairs ran it
- Bit of a lapse
- At club request
- A few clubs do it on their own
- In 2016 we tried it at Joint Zone meetings

# Orientation

What are the components of a good orientation program?



# Orientation as Retention

What are the components of a good orientation program?

- Club specific orientation program
  - Some clubs have a club specific PowerPoint
  - Other clubs have a written handout
  - Many others –watch and learn – not good

# Orientation as Retention

What are the components of a good orientation program?

- Welcoming introduction to the club
- Induction ceremony
- Immediate involvement in club activities
  - And then
- Club Orientation
  - And eventually
- LCI and District orientation program - eventually

# Orientation

What are the components of a good orientation program?

- Three Step process
  1. Membership Chair – buy a coffee and talk
  2. Formal Club Orientation
    - Organized by membership chair
    - Develop a standard “presentation” on the club
  3. LCI and District orientation program – eventually – we can help

# Orientation

## Recommendations – Club Orientation

- Prepare a club specific orientation program
- Only you can do this
  - What's important to your club
  - What are the major fund raisers
  - What are the major service projects
  - How do committees work
  - What does the club executive look like
  - What are your significant traditions

# Orientation

## Recommendations

- Club orientation tools
  - Sample of Powerpoints used Milverton
    - But tune it to your club
  - Thamesford PowerPoint
  - Thamesford pamphlet available on request
  - District and LCI orientation
  - LCI booklets and PowerPoints

# Orientation

## Recommendations

- Assign a Mentor!!!!
  - Picks the new member up and brings to meetings for first few months
  - Introduces the new member to other club members
  - The last thing you want is a new member standing around by themselves
- LCI has a more in depth mentoring program
  - Train a couple of people at this level
  - ZC George Corrin has explored this in more depth

# Orientation

## Recommendations

- District and LCI training
  - Do this after the club specific orientation
  - Maybe even prior to convention
- Materials
  - We can provide the materials or
  - Or we would be happy to come and do it.
  - Ask me! (Bill)

# Orientation

Pursue the Proud Lion Award with new members

- Attend a club board meeting
- Visit another club
- Participate in a club project
- Attend a zone or district meeting
- Invite a guest to a club meeting





3. Involve New Members  
and treat them right

# I'm Out of Here because . . .

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# Club Involvement



- Why do people join a Lions Club?
- Community Service !!
- So put them to work!



# Club Involvement

- Service and/or fund raising activities
  - Great way to build club camaraderie
  - Good esprit de corps makes for a great club
  - Satisfying to see your labour make a difference



# How to Lose New Members

- That's not the way we do things here
- These darn .... are turning everything upside down
- Sit back and dictate how everything gets done
- Leave the new member on the sidelines
  - ✘ Exclusive cliques
- **New Members will bring change and**
- **Change is necessary – How do you react?**

- Pancake video
- Homework – Search Lions Pancake in YouTube



# How Not to Lose New Members

- New members join Lions for service but will leave a club if not given the opportunity to serve
- What skills do new members bring?
- Be flexible – meeting attendance – some clubs meet via social media
- Old folks – social club,
  - Young folks – social media

**Here's your zombie apocalypse**



[facebook.com/formerlyfunnyflutz](https://www.facebook.com/formerlyfunnyflutz)



# How Not to Lose New Members

- You laugh but . . .

# New Service Projects

- The good news
  - If your club grows 50% growth you need 50% more service projects
- The bad news
  - Some invention required
- Maybe a new projects committee?
  - Involve some new members in it

# New Service Projects

- New members = fresh eyes
  - But old members need fresh ears
- Another major factor is member interest
  - The member might be interested in antique tractors
  - But not fashion shows
- Look for new projects that put new members to work
- Talk to other Lions Clubs



# New Members

- You have new ideas!!!
- And bring new skills
- And have new contacts – speakers, discounts etc.
- For heavens sake, speak up

# Agenda

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# Retention Challenges

- But there's a flip side to ASK 1
- Stats show we routinely lose almost as many members as we recruit
- If we could cut our loses in half we would be growing by leaps and bounds



# Retention Challenges

- Demographics – Age profile
- Declining membership
- Possible loss of Canadian and/or American International Directors
- Declining interest in service clubs

# Retention Challenges

- Recruiting younger members
- Helicopter parenting
- Younger families are largely two income
- Insurance and regulation
- Coping with a wired world





## Test

- What's the top reason people quit Lions?

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- Video – Homework
- Go to YouTube and search bad meetings and watch

# 2. Meeting Dynamics

- Two Questions to Keep in Mind
  - Do you recognize someone in your club?

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- Two Questions to Keep in Mind
  - Do you recognize someone in your club?
  - **Do you recognize yourself?**

# 2. Meeting Dynamics

- What makes a good meeting?
- What makes a bad meeting?

# It's All in Club Dynamics

- Yearly club health questionnaire
- CQI aka Club Excellence aka Club enhancement
- Exploit recognition
- But most importantly – OBSERVE
  - Cliques
  - Putdowns – e.g. pancake breakfast
  - Argumentative behaviour
  - Negative comments – Getting things done here is like  
....

# Recognition

- Did I say “Exploit Recognition”
- Verbal recognition on a regular basis
  - Presidents recognize committee heads
  - Committee heads recognize your members
- Awards
  - Lots of Lions awards available
    - Club – Lion of the year
    - District - List follows



# Recognition

- Did I say “Exploit Recognition”

Get inventive

- Have some fun
- Tail Twister can be an integral part
- Poke fun at people in the bulletin
- The “silver shovel”



# District Awards

- Art Woods Golden Tree Award
- 100% Club xxx Awards
- Proud Lion
- Long Tailed Lion
- Fellowships
  - Bruce Murray, Helen Keller, etc.
  - Lions Quest, Lions Quest, Melvin Jones
- Club Visitation
- Club Excellence
  
- See the district directory!!!!!!

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- Form a membership committee - maybe 2 other people.
- District GMT team
  - DG, 1VDG, 2VDG and District GMT Coordinator (Bill Robinson)
- Other Lions Clubs – Share ideas and best practices
- LCI tools –
  - training,
  - Membership Pulse eNewsletter
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# Resources Available

- **Club Membership Chair Resources Handout**
- **This is a document with Hotlinks to various resources available**
- **I will email to you. (if you give me your email)**

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# Resources Available

## Club Membership Chair Resources Handout

[A15 District Web Site](#)

[Ask One](#)

[Basic Solutions To Minimize Dropped Members \(MDA\)](#)

[Blueprint For A Stronger Club Guide \(PDF\)](#)

[Boomer Initiative](#)

[Club Membership Chairperson's Guide](#)

[Club Membership Director Training Recommendations](#)

[Club Membership Plans \(MDA\)](#)

[Club Within a Club - Spark Enthusiasm Among Younger Club Members \(MDA\)](#)

[Community Needs Assessment \(PDF\)](#)

# Resources Available

## Club Membership Chair Resources Handout

[Conducting an Open House or Rally to Recruit New Members](#)

[Elements of a Healthy Club \(MDA\)](#)

[Family Membership Program](#)

[I am a Lion](#)

[Ideas for Attracting Younger Members \(MDA\)](#)

[Ideas for Retaining Younger Members \(MDA\)](#)

[Just Ask! New Member Recruiting Guide \(PDF\)](#)

[Key Messages and Answers To Questions When Talking To  
Potential Lions \(MDA\)](#)

[LCI Club Officer Individual Training](#)

[LCI Club Officers manual \(PDF\)](#)

[LCI Department Contact Information](#)

# Resources Available

## Club Membership Chair Resources Handout

[LCI Membership Application Form \(PDF\)](#)

[LCI Membership Chairperson's Guide \(PDF\)](#)

[LCI Membership Satisfaction Guide \(PDF\)](#)

[LCI New Member Orientation Guide \(PDF\)](#)

[LCI Web Site](#)

[Lion Cub Program](#)

[Lions Healthy Club Toolbox](#)

[Lions Learning Center \(Online Courses\)](#)

[Lions New Member Orientation \(PDF\)](#)

[Lions New Member Orientation \(Word\)](#)

[Lions University Home Page](#)

[MDA Lions Resource Centre](#)

[MDA Web Site](#)



# Resources Available

## Club Membership Chair Resources Handout

[Membership Action Plan Introduction \(PDF\)](#)

[Membership Action Plan Template \(PDF\)](#)

[Membership Categories](#)

[Membership Information and Tools at Your Fingertips](#)

[Membership Satisfaction Guide](#)

[Membership Webinars - Planned and/or Archived](#)

[Motivating Club Members](#)

[MyLCI](#)

[New Member Orientation PowerPoint \(ME-13b\)](#)

[New Member Satisfaction Survey \(PDF\)](#)

[New Member Satisfaction Survey \(Word\)](#)

[Online Course Category- Managing Others](#)

[Recruiting Wheel \(MDA\)](#)

# DISTRICT A15

