



**Lions Clubs International**



# District 24L GMT Membership

## **Membership Matters**

**Join US as We Serve those in need.**

**Together, We can Impact our Community**

**May 2025**

## *International Goals – President Fabricio Oliveira*

*“When we serve, we make a lasting impression...**Make Your Mark.**”*



**MISSION1.5**

**Mission 1.5: IPP Dr, Patti Hill**

**“We’re on a Mission to Grow”**

**1.5 Million members worldwide over 4 years (2023-2027).**

### **GLOBAL CAUSES**

[Childhood Cancer](#) – [Diabetes](#) – [Disaster Relief](#) – [Environment](#)  
[Humanitarian](#) – [Hunger](#) – [Vision](#) – [Youth](#)



**We Serve**

**2025-2026**

*International Theme – President-Elect A.P Singh*

*“Lead to Serve – Serve to Lead”*

*District 24L Theme – District Governor-Elect Dan Visone*

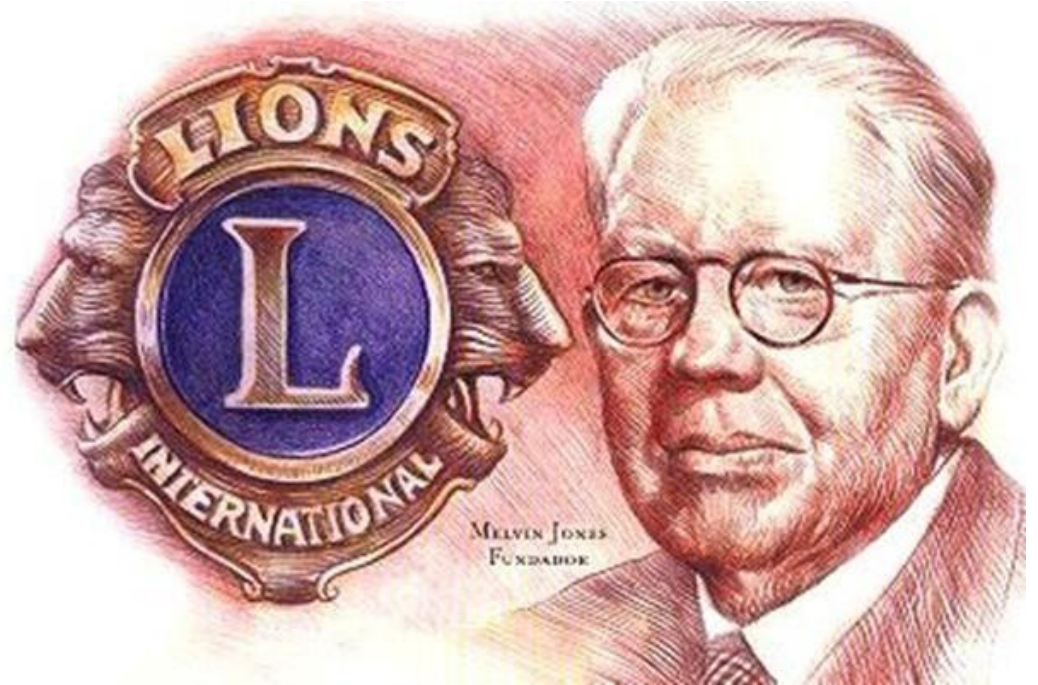
*“Navigating to the Future” through Leadership,  
Membership, Local/Global Stewardship, Fellowship,  
and Partnership*

**GLOBAL CAUSES**

Childhood Cancer – Diabetes – Disaster Relief – Environment  
Humanitarian – Hunger – Vision – Youth



“There is only one thing greater than having the privilege of being a member of the Lions Club and that is helping to build one” – Melvin Jones



# Importance of Increasing Members

(**Strengthening** our capacity to serve, grow, and make a positive difference in the lives of those **We Serve**)

- ❖ Expanded Community Impact
- ❖ Diverse Skillsets and Resources
- ❖ Broader Network and Influence
- ❖ Financial Sustainability
- ❖ Long-Term Viability
- ❖ Enhanced Member Engagement
- ❖ Increased Public Awareness



# **Welcome Future Membership Chairs!**

Icebreaker:

“One thing I love about being a Lion is .....

# What Does a Healthy Club Look Like

1. Friendly club meetings
2. Gets new members involved immediately
3. Members work well together and enjoy being with each other
4. Has motivated, enthusiastic, and caring leadership
5. Involve members in planning and service
6. Has goals that are reviewed and adjusted regularly
7. Publicizes service projects pre and post
8. It is not run by the same Lions year after year
9. Is diverse in gender, age, race, and ethnicity
10. Financially healthy with all dues and expenses paid on time

# What Does a Successful Club Look Like

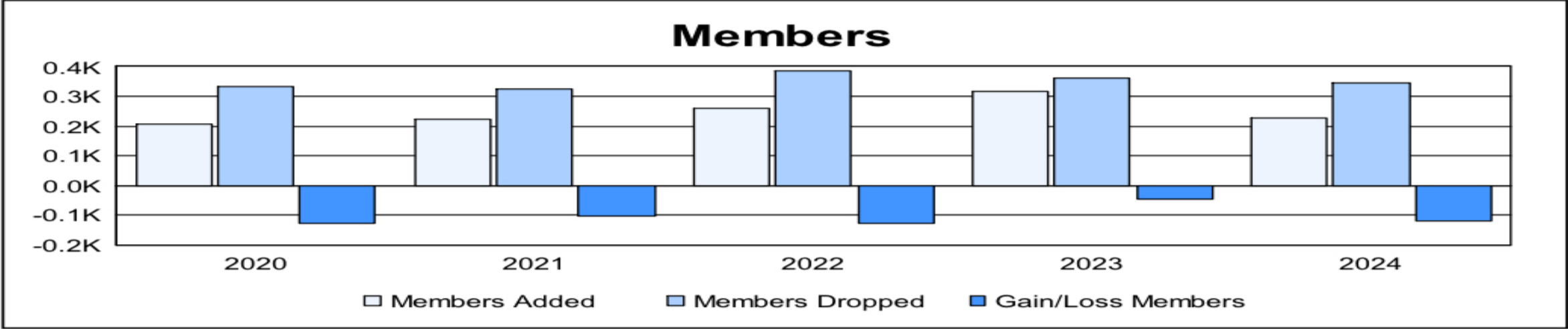
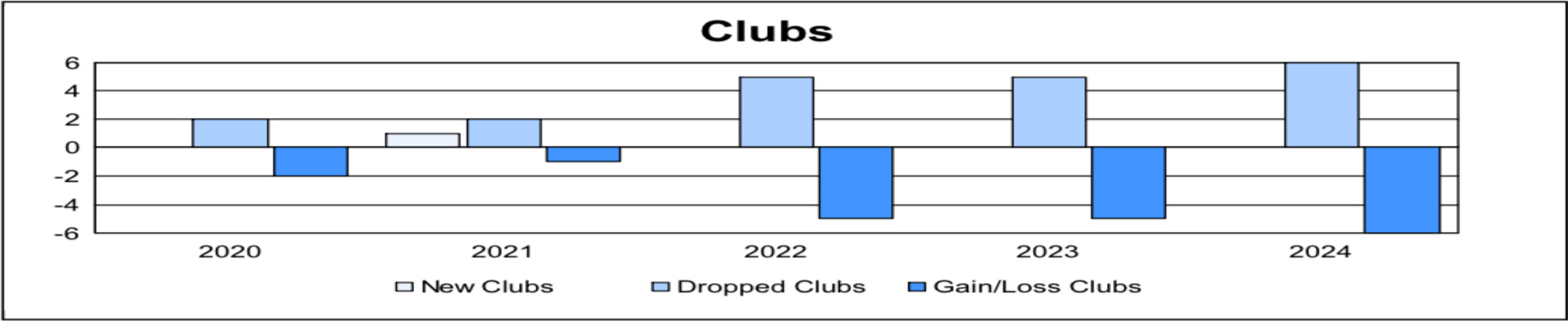
1. Members know and appreciate each other
2. Members have fun in meetings, activities, service projects, and fundraisers
3. Constantly changing and trying to achieve excellence in meetings and projects
4. Takes intentional steps to stay healthy
5. Visible and known in the community
6. Makes a difference in the community
7. Stable membership
8. Conducts multiple service projects
9. It has members that participate in the zone, region, district, state, and international activities



# Why Members Leave

- Boring
- Lack of Caring, compassion, and concern
- Cliques form
- Club members got older and did no recruiting
- Club officer manipulation
- Lack of commitment
- Lack of dedication
- Lack of diversification
- Lack of interest
- Lack of leadership
- Lack of service
- The community is too small to support a club
- They need to encourage members to go to meetings beyond the local club
- Wrong reasons for starting a club or becoming a club officer
- Lack of training
- Lost heart, mission, and purpose
- Members stop enjoying being Lions. Cease to have fun serving, to enjoy meetings, and projects, no benefit to what the club is doing in the community.
- Naysayers/negative members
- No fun, too much time focusing on details
- No good programs for meetings
- No meaningful projects to keep members interested
- Stagnation
- Stubborn members

Year	New Clubs	Dropped Clubs	Gain/ Loss Clubs	New Members	Charter Members	Reinstate Members	Transfer Members	Total Member Added	Total Members Dropped	Gain/ Loss Members
2019-2020	0	2	-2	152	4	30	20	206	334	-128
2020-2021	1	2	-1	169	21	19	14	223	324	-101
2021-2022	0	5	-5	208	6	26	19	259	387	-128
2022-2023	0	5	-5	274	5	13	24	316	362	-46
2023-2024	0	6	-6	196	0	6	23	225	345	-120
Average	0	4	-4	200	7	19	20	246	350	-105



## ***Targets***



# **MISSION 1.5**

DISTRICT	NEW CLUBS	NEW MEMBERS	NET
<b>24 L</b>	<b>2</b>	<b>350</b>	<b>4</b>
24 C	2	177	18
24 I	2	251	27

\*\* For 25-26 – 24L – 1 New Club, 326 New Members, Net of 10

# **USA and affiliates**

## **Membership Metrics**

**264,772**

**Total Membership**

**26,572**

**YTD Add**

**26,600**

**YTD Drop**

**28**

**YTD Net Growth**

**.01 %**

**YTD Net Growth %**

# **Virginia District 24L**

## **Membership Metrics**

**2,194**

**Total Membership**

**186**

**YTD Add**

**191**

**YTD Drop**

**- 5**

**YTD Net Growth**

**- 0.23 %**

**YTD Net Growth %**

# District 24L Membership Goals

1. Increase overall **Membership** by 2 Clubs & Net 4 members  
Recruitment Drives – Community Outreach – Member referral
2. Improve **Retention** of Current members  
Member Engagement - Mentorship Programs - Recognition and Awards
3. Attract and Develop **Young Leaders**  
Youth Programs - Leadership Opportunities - Scholarships and Grants
4. Enhance a more **Inclusive Environment**  
Recruitment Materials - Partnerships w/ broader audience – Workshops
5. Leverage **Technology** for Recruitment and Engagement  
Online Presence - Virtual Events - Membership Software

Our membership efforts should continue to focus on an integrated program of our **Community Service, Leadership Development, and Fellowship.**



# District 24L Mission 1.5 Membership Action Plan – 25-26

Area of Focus				
<input type="checkbox"/> Service Activities <input checked="" type="checkbox"/> MISSION 1.5		<input type="checkbox"/> Leadership Development <input type="checkbox"/> LCIF		<input type="checkbox"/> Custom Goal
Goal Statement				
In support of LCI Mission 1.5 for Membership, our District, by the end of Lions Year 2025-2026, will establish 1 new Lions club, 1 LEO Club, 1 new Branch club, will be a plus 10 in net Membership, recruit 326 new members and improve retention by 10% from the end of the previous year.				
Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
Participates in constitutional area-wide MISSION 1.5 training for Lion year 2025-26	DG, GET Coordinator	Classroom attendance	6/28/2025	6/29/2025
Establish Mission 1.5 targets within District 24L. There are <u>16</u> initial locations identified as potential locations for new clubs and/or branches; review monthly	DG, GET Coordinator	DG, Region Chairs, PDG Extension Mentors, Zone Chairs; DG goals and action plan	4/1/2025	7/30/2025
Establish a Global Extension Team (GET) plan to establish new clubs in District 24L. DG goal is <u>1</u> new club	GET Coordinator	DG, Region Chairs, Zone Chairs, and club membership; DG goals and action plan	8/1/2025	8/30/2025
Leverage LionsVirtual.org and develop marketing plans, introductory letters, and asset inventory reports for each prospective location for a new club or branch	GET Coordinator, Region Chairs	DG, Region Chairs, PDG Extension Mentors, Zone Chairs, Sponsoring Club; DG goals and action plan	9/1/2025	9/30/2025

# District 24L Mission 1.5 Membership Action Plan 2025-26

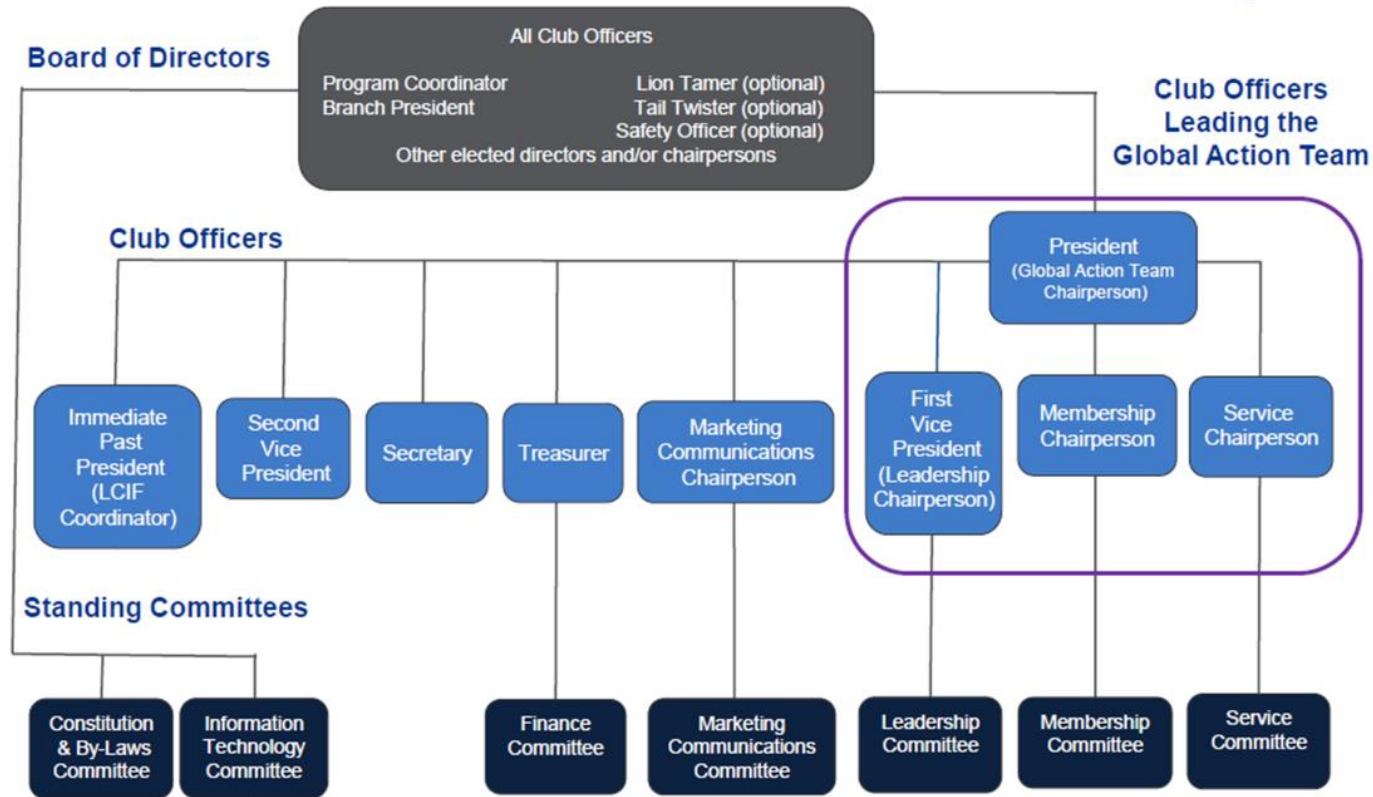
Engage with communities identified for extension.	GET Coordinator, Region Chairs	DG, Regional Chairs, PDG Extension Mentors, Zone Chairs, Sponsoring Clubs, Guiding Lions; DG goals and action plan, public venues	10/1/2025	6/30/2026
Provide monthly reports to the MD GAT. Provide reports for the Cabinet Meetings. Attend GAT and MD GAT Meetings.	GET Coordinator	Reports, Zoom Meetings, COGs (if necessary), Conferences	06/01/2025	6/30/2026
Train all Club Membership Chairs using the SMART Plan Template, principles of AI, and assign mentors.	District Training Team (GLT, GMT) and other seasoned Subject Matter Experts (SMEs)	Training template, in person class rooms, Zoom/TEAMS, presentation slides, mentors list, videos posted on the District website.	05/17/2025	8/30/2025
Document an Inventory of Club Websites and Social Media, review for currency, identify clubs with no online presence and assist them with establishing one.	District IT Team, Cabinet Secretary/Administrator, Club IT/Social Media Chairs	Excel Spreadsheets, Google searches, interviews with Club Leadership	05/15/2025	8/15/2025
Conduct a District Membership Needs Assessment to identify trends, challenges, and opportunities	GMT Coordinator, Zone Chairs	Survey tools (Google Forms), Club Data from Lion Portal, 2 GMT team members	07/01/2025	7/31/2025 mid-year refresh
Develop an Onboarding Template to assist Clubs with establishing an orderly process to ensure new members feel welcome and connected	GMT Coordinator	Leverage 24I on-boarding checklist and LCI material – post on website and send out via email to Club Membership Chairs – have available at Fall Conference	7/1/2025	8/31/2025
Develop a New Member Orientation program which can be customized to add information germane to the respective club(s).	GAT	District website, PowerPoint, Videos, LCI New Member orientation materials	7/1/2025	8/15/2025

# District 24L Mission 1.5 Membership Action Plan 2025-26

-				
Launch "Each One, Bring One" Campaign Challenge across clubs with monthly follow-up.	Club Membership Chairs, Zone Chairs	Digital flyers, social media, club newsletters, recognition tokens.	07/1/2025	5/31/2026
Implement Retention & Re-engagement Programs including member satisfaction surveys and recognition. <u>Goal</u> is to improve retention by 10% from the previous year.	Club Membership Chairs, Zone Chairs	Survey platform, recognition pins/certificates	09/2025	06/2026
Provide editable membership brochure/flyer and Business Card Templates and provide via email and District Website	GMT Coordinator, PR Chair	Website, PDF software, Business Card Templates	08/1/2025	8/15/2025
District Engagement with newly inducted members within one month	DG, CS	Phone number and email address for each new member	7/1/2025	6/30/2026
Assessment		Alterations		



# Standard Club Structure



DA-MCS.EN 7.31.19

27

## Club Structure

## A Unified Approach

The Global Action Team (GAT) helps districts and clubs achieve their goals by creating a unified approach to all key areas of Lions.



The Global Membership Team (GMT) will **support membership development at the club level by recruiting new members and promoting positive membership experiences.** At the district level, the GMT will start clubs in new areas to further increase our service impact. More members = more hands for service.

# Membership Chair Roles & Responsibilities

## Key Roles: **Membership Chair**

1. Develop a membership growth plan
2. Develop a membership retention plan
3. Develop a successful onboarding plan for each new member
4. Work with secretary to ensure new membership kits are ordered at the beginning of the Lion Year
5. Ensure membership kits are prepared for member induction
6. Attend Membership Chair Training or take virtually
7. Work with District GMT as required
8. Look at leveraging AI for recruitment

# Building Your Membership Action Plan

- Set a SMART goal
  - e.g., Add 5 new members & achieve 95 % retention by 30 Jun 2026
- Define two strategic actions
  - Host a “Serve & See” hands-on service day
  - Launch a referral incentive: “Bring a Friend, Plant a Tree”
- Pinpoint one community need your plan will address
- Assign roles & timeline
- Measure & celebrate success milestones

“What gets celebrated gets repeated.”

# SMART

- **Specific:** Increase new membership by **5** within the next 12 months.
- **Measurable:** Track the number of new members joining the club each month and compare it to the baseline membership count at the beginning of the 12-month period.
- **Achievable:** Implement targeted recruitment strategies, such as digital marketing campaigns, community outreach events, and referral programs, to attract potential members. Ensure that adequate resources and support are allocated to support recruitment efforts.
- **Relevant:** Increasing new membership aligns with the club's overall goal of expanding its reach, impact, and sustainability. By bringing in new members, the club can enhance its capacity to serve the community and achieve its mission more effectively.
- **Time-bound:** The goal is to achieve a Net 10% increase in new membership within the next 12 months, providing a clear timeframe for implementation and evaluation of recruitment efforts.
- Our overall SMART goal for new membership, will us to focus our efforts, track progress, and take actionable steps to attract and retain new members, ultimately contributing to the club's growth and success.



# Ideas for Developing a Membership Plan

- Define Membership Tiers
- Promotional Campaigns
- Engagement Initiatives
- Youth Outreach
- Member Referral Program
- Corporate Partnerships
- Flexible Meeting Schedules



# Ideas for Developing a Membership Plan

- Training and Development
- Recognition Program
- Community Collaborations
- Testimonials and Success Stories
- Diversity and Inclusion
- Member Feedback Mechanism
- Continuous Promotion



# What is in it for Me

Fulfilling and rewarding experience that allows you to give back to your community, connect with others, and make a meaningful difference in the world.

- Community Impact
- Networking Opportunities
- Personal Growth
- Social Connections
- Recognition and Awards
- Training and Development
- Access to Resources
- Global Impact
- Sense of Purpose





# SWOT

	Helpful	Harmful
Internal	<ul style="list-style-type: none"> <li>• Strengths</li> <li>• Established Brand: Strong Reputation for Community service and philanthropy</li> <li>• Diverse Membership: various backgrounds, professions, cultural, etc.</li> <li>• Existing Infrastructure: Structure and resources to support recruitment and retention.</li> <li>• Strong Community Ties</li> </ul>	<ul style="list-style-type: none"> <li>• Weaknesses</li> <li>• Aging Membership Demographics: Struggle to attract younger members will hinder long-term sustainability.</li> <li>• Limited Outreach: Difficulty reaching potential members outside networks or geographic areas</li> <li>• Membership Turnover: High turnover</li> <li>• Limited Resources: financial and Human Resources are limited.</li> </ul>
External	<ul style="list-style-type: none"> <li>• Opportunities</li> <li>• Collaboration with other organizations.</li> <li>• Digital outreach: utilizing social media, online advertisings, and website.</li> <li>• Targeted recruitment efforts: identify groups or communities that are underrepresented.</li> <li>• Leadership development: provide training and opportunities for personal and professional growth.</li> </ul>	<ul style="list-style-type: none"> <li>• Threats</li> <li>• Competition from other organizations</li> <li>• Changing demographics: shifting demographics and social trends</li> <li>• Economic challenges: financial instability may limit ability to join.</li> <li>• Public perception: misconceptions about the organization</li> </ul>



**We Serve**

What are some best  
practices / exemplars to share?



# Recruiting Wheel

- Work with your Team & other Lions to create lists of potential members
- Reach out to other Lions in the District for potential contacts



**TIP:** The **JUST ASK GUIDE** is a great resource and is available on the 'Start a New Club' webpage.



# Tips on Recruiting Millennials & Gen Z

**Make It  
Convenient  
& Flexible**

**Align w/  
Values &  
Passion**

**Involve In  
Creation &  
Decision  
Making**

**Recognize  
& Reward  
Contributions**

**Build  
Inclusive &  
Welcoming  
Culture**

*Source: Scott McLeod, Transformational  
Community Service Leader Turning Abstract  
Concepts into Successful Programs*



# Other Considerations

- Elevator Pitch – what to focus on
- What You Can, When You Can, For Whomever You Can – tie to person's passion
- District will help with
  - Onboarding Checklist
  - New Member Orientation
  - AI Support – ChatGPT
  - Brochure and Business Card Templates
  - Curated Website, Facebook Page, and Instagram to help tell your story
  - Hold a District-Wide Membership Contest – Each One Bring One



# District Official Visit Questions - Membership

- Does your club actively support membership growth and does your club want to grow?
- What are your Membership goals for this year and how do you plan on achieving them?
- What is your club doing specifically to retain members and does your club have a strong orientation plan?





# AWARDS

## State Achievement – must dos

- Monthly Membership and Activity reports
- Dues paid on time (International and State)
- **Net increase in Membership**
- Report Incoming Officers
- Attend 3 Zone Meetings
- Officer Training

## Club Excellence - must dos

- **Net growth in membership of chartered new club** (Lions, LEO, Club Branch)
- Contributed to LCIF
- Started a New Service Project
- Reported Club Officers
- Key Officers take training
- Paid all outstanding debts
- Marketing



# Lions International Tools for Success

- **Club Quality Initiative (CQI)** – assess, adapt, act
- **Join the Mission toolkit** – promotional videos, print & social media
- **Lion Portal – Learning Center** – online micro-courses (public speaking, servant leadership, etc.)
- **LCIF Grants & Service Toolbox** – projects that inspire prospects to join
- **Lions Virtual / Lions Serving Lions** – tailored ChatGPT AI platform







ionsvirtual



# LIONS VIRTUAL .org

**Lions Serving Lions · Learning · Entertaining · Connecting**

Click the Buttons Below to Access All Apps

Lions Map 2 Grow

Lions Market 2 Grow

Lions Serve 2 Grow

Lions Learn 2 Grow

- Lions Virtual: free virtual hub to host hybrid events, orientations, training
  - Share success stories and local impact projects globally
  - Use breakout rooms for Q&A with prospects during virtual info sessions
  - Use ChatGPT to:
    - Draft invitation messages or scripts for info sessions
    - Generate personalized follow-up messages after events
    - Create engaging social media captions or service blurbs
    - Brainstorm ideas for themed recruitment campaigns





## Walkthrough Example: Using ChatGPT to Support Recruitment


Scenario: You are hosting a virtual open house next month and need help promoting it on social media.

Prompt to ChatGPT:

"Write a friendly, engaging Facebook post inviting community members to a virtual Lions Club open house on June 15 at 7 PM. Highlight the impact of Lions service and invite them to learn how they can get involved."

ChatGPT Response (example):

 Curious about Lions Clubs? Join us for our Virtual Open House on June 15 at 7 PM!   
Discover how we serve our community, meet our members, and find out how you can make a difference.

 Whether you have a few hours a month or a heart full of kindness, there's a place for you in our pride.

RSVP here  [Zoom Link] #WeServe #LionsKindnessMatters #JoinUs

- Copy/paste or adjust for your club's voice
- Ask ChatGPT for versions tailored for Instagram, newsletters, or flyers

AI is your volunteer assistant—just ask!

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[LION AI](#) [LCIF](#) [LION PORTAL](#) [SHOP](#) [CONVENTION](#) [RESOURCE LIBRARY](#) [LIONSCLUBS.ORG](#) [EN](#)

# Member Resource Center

[Home](#) [Leaders](#) [Service](#) [Membership](#) [Marketing & Events](#) [Training](#) [Grants & Awards](#)

[Donate](#) 

HOME / RESOURCE CENTER / CLUB MEMBERSHIP CHAIRPERSON

# Club membership chairperson

As the club membership chairperson, you will bring Melvin Jones' dream to life — that a Lion or Leo can meet every need. By bringing new members into your club, you will ensure your club will have a stronger foundation to serve your community and the world. The service of your members will impact lives!

[Getting started](#) | [Revitalizing clubs with new members](#) | [Re-motivating members](#) | [Supporting your Leo club membership chairperson](#)



By donating to our [Disaster Relief Fund](#), you can help families and communities devastated by wildfires and other natural disasters.



## Member Resource Center

LION AI ✨

LCIF

LION PORTAL

SHOP

CONVENTION

RESOURCE LIBRARY

LIONSCLUBS.ORG

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Leaders

Service

Membership

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[HOME](#) / [RESOURCE CENTER](#) / GLOBAL MEMBERSHIP TEAM AND GLOBAL EXTENSION TEAM TOOLBOX

# Global Membership Team and Global Extension Team Toolbox

Growing our membership is essential for realizing our vision of being the global leader in humanitarian and community service. New members inspire our clubs with new energy and ideas while providing the next generation of Lion leaders. New clubs extend our reach into new communities, allowing us to serve more people in new ways.





[Leaders](#)

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# Global Membership Team and Global Extension Team Toolbox

Growing our membership is essential for realizing our vision of being the global leader in humanitarian and community service. New members inspire our clubs with new energy and ideas while providing the next generation of Lion leaders. New clubs extend our reach into new communities, allowing us to serve more people in new ways.

The Global Membership Team (GMT) supports membership development by recruiting new members and promoting positive membership experiences. The Global Extension Team (GET) is an offshoot of the Global Membership Team that is focused on starting new clubs within its district.

Want to get to know these roles more in depth? Check out the [GMT coordinator](#) and [GET coordinator](#) position descriptions and their respective annual checklists ([GMT/GET](#)). Take a look at the [GET Coordinator PowerPoint](#) to learn more about how the GET can help you reach your chartering goals. The resources below will guide you as you lead membership and club growth in your district.





[Leaders](#)

[Service](#)

[Membership](#)

[Marketing & Events](#)

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## Global Membership Approach

The Global Membership Approach is a four-step process that has been proven to increase both member satisfaction and new member recruitment, as well as new club chartering. The four steps are build a team, build a vision, build a plan and build success. Visit the [Global Membership Approach webpage](#) to learn more about how the Global Membership Approach can help your district develop and achieve its growth goals.

As part of the build a vision step, you'll need to visit the [Membership Reports Toolbox](#) to find the current status of membership in your district. It features reports on five-year growth trends, club and district health reports, and more.

Zone and region chairpersons play important roles in achieving your membership growth goals. The [Global Membership Approach for region and zone chairpersons webpage](#) has resources to support them.







**Leaders**

**Service**

**Membership**

**Marketing & Events**

**Training**

**Grants & Awards**

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## Recruiting new members

Lion leaders have found the following resources to be helpful in bringing in new members. Always remember that everyone in your community is a potential Lion!

- **Membership Development Grants:** Districts and multiple districts can apply for funding to recruit new members and/or start new clubs.
- **Just Ask: New Member Recruiting Guide for Clubs:** This comprehensive guide uses the Global Membership Approach process to show you how to recruit new Lions.
- **Membership Growth Event Toolbox:** Find helpful information about how to plan and host a successful recruitment event.

Lions clubs offer a unique opportunity for people of all ages to serve their community together. Sponsoring Leo clubs increases the service in your district, makes membership more appealing to families and builds the next generation of Lion leaders. Learn more about the Leo Club Program [here](#).







**Leaders**

**Service**

**Membership**

**Marketing & Events**

**Training**

**Grants & Awards**

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## Improving member experience

People can serve their communities anywhere, but they become Lions for the fellowship. These resources will help keep your members engaged and show where you have areas to improve.

- **Exceeding Expectations:** This survey provides clubs the opportunity to gather the opinions of their members to improve member satisfaction.
- **Member Satisfaction Guide:** Strategies for how to keep Lions happy and active.



[Leaders](#)[Service](#)[Membership](#)[Marketing & Events](#)[Training](#)[Grants & Awards](#)[Donate](#)

## Lions Learning Center

Lion leaders have found the following online courses in the Lions Learning Center to be helpful in growing membership and starting new clubs:

- New Club Development course
- The Global Action Team course
- Conflict Resolution course
- Global Membership Approach Orientation



# Global Membership Team

[Learn More](#)



**Gregory  
Derosa**  
Team  
Chair

The Global MEMBERSHIP Team brings the Global Leadership (GLT), the Global Membership Team (GMT) and the Global Service Team (GST) together, creating a unified one-team approach to the three key areas of Lions. The Global Action Team champions the vision of LCI and reignites the passion for service in Lions and Leos. The GAT network of leaders directly supports district governors in inspiring action at the club level. The GAT exists when the clubs are in motion.

Gregory Derosa, team chair. <https://cdn.pfcloud.net/lions/images/newlionmember.jpg>

<https://cdn.pfcloud.net/lions/images/newlionmember.jpg>

Christine Frescas, Visitation  
Chair



Jeffrey Root, Peace Poster



**\*\* 2025-2026 – GMT will be PCC Glen Logan \*\***

[www.valions.org](http://www.valions.org)

- Our service will **Energize** clubs and their members
- Discover **new opportunities** and make an impact
- **Solve a problem**, in your Community
- **Invite non-members** to join you in service and add their energy
- **Advocate** for a cause, educating the public and elected officials
- **Form partnerships** with other groups as community leaders in service
- Raise funds in a **visible way**, bringing the community together
- **Celebrate** your service and **share** your success with the local community



**We Serve**



## Thank You for your Participation and Dedication

Please share a key takeaway. From today's session

Please share an action you will take in the next week for your new position

Membership isn't about numbers—it's about impact.

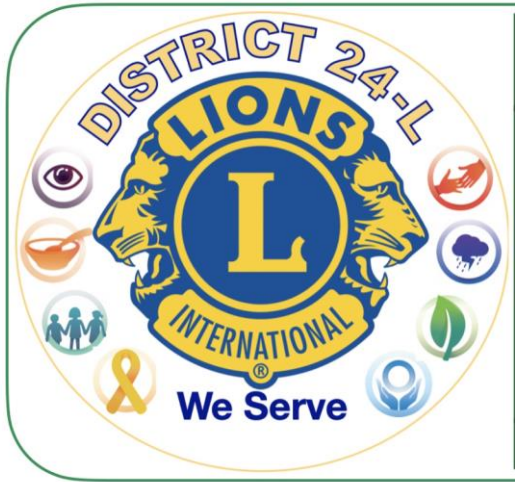
Lion Dan Visone

Club: Aquia Harbour Host Lions

District: 24L

Email: sasafreedom@comcast.net

Phone: 540-840-9004



**"You are the heartbeat of growth in Lionism. Let's grow with purpose."**

## GLOBAL CAUSES

[Childhood Cancer](#) – [Diabetes](#) – [Disaster Relief](#) – [Environment](#) - [Humanitarian](#) –  
[Hunger](#) – [Vision](#) – [Youth](#)