

Lions Clubs Membership Retention & Engagement Framework

1. Reignite Member Passion

Challenge: Lost passion (heart), mission, and purpose.

Action:

- Start every meeting with a brief reminder of *why Lions serve* — a quick “Mission Moment” or testimonial from a member.
 - Use visual storytelling (photos, short videos, or maps of impact through GIS!) to remind members of their impact locally and globally.
 - Connect each project explicitly to one of LCI’s global causes — Hunger, Vision, Diabetes, Environment, Childhood Cancer, Humanitarian Aid.
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2. Make Meetings Interesting and Impactful

Challenges: Boring, no fun, no good programs, too focused on details.

Action:

- Shift meetings toward engagement: 50% business, 50% inspiration, connection, and planning.
 - Rotate meeting leadership — let newer or younger members lead a segment.
 - Bring in guest speakers: local nonprofits, government officials, or past recipients of Lions service.
 - Add short “member spotlights” to recognize contributions and keep energy positive.
 - Incorporate hybrid (Zoom/in-person) options for flexibility.
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3. Cultivate a Culture of Caring

Challenges: Lack of caring, compassion, and concern; cliques form; stubborn/naysayer members.

Action:

- Assign a “Member Care Chair*” — a Lion dedicated to checking in with members who miss meetings or seem disengaged.
- Celebrate birthdays, anniversaries, and milestones in service.
- Establish club guidelines for positivity and respect — zero tolerance for toxic negativity.
- Encourage mentorship pairs: veteran Lions mentoring new ones.

* Some clubs have a “Sunshine Chair or Committee

4. Revitalize Service

Challenges: Lack of service, no meaningful projects, stagnation.

Action:

- Survey members (and the community!) about what issues matter most locally.
 - Start small, impactful projects — even 2-hour service opportunities build momentum.
 - Partner with schools, food banks, and environmental groups to broaden visibility.
 - Celebrate impact publicly: photos on social media, local newspaper stories, community events.
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5. Strengthen Leadership & Training

Challenges: Lack of leadership, manipulation, wrong reasons for becoming an officer, lack of training.

Action:

- Promote officer training as *empowerment*, not obligation.
 - Encourage every officer to have a co-chair or “deputy” to learn and lead next.
 - Rotate roles every few years to avoid burnout and power concentration.
 - Offer short “Leadership Moments” at meetings — 5-minute lessons or discussions.
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6. Build for Growth

Challenges: Club got older, no recruiting, lack of diversification, community too small.

Action:

- Encourage each member to bring one guest per quarter.
 - Host community open houses or “Serve with the Lions” days.
 - Charter “Branch Clubs” for specialized groups (young professionals, retirees, cultural groups).
 - Use GIS or community mapping to identify underserved areas and potential members.
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7. Keep It Fun

Challenges: No fun, members stop enjoying being Lions.

Action:

- End every meeting on a positive note: good news, shout-outs, or humor.
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- Plan occasional social-only gatherings — picnics, trivia nights, joint meetings with nearby clubs.
- Include family-friendly events to bring in spouses, kids, and future Lions.

Timing Tip: The “Dues Drop-Off” Prevention Plan

Many members drop just before dues are due. Preempt this by:

- Checking in *personally* with every member 60 days before dues are due.
 - Asking *why* they might be considering leaving — and listening without judgment.
 - Offering flexible payment options (installments, sponsorships, or club-level assistance funds).
 - Using this as a chance to *re-sell the value of being a Lion*: friendship, purpose, impact, and connection.
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Lions Clubs Membership Retention & Dues Sustainability Plan

Theme: *Navigating to the Future – Keeping Every Lion Engaged and Inspired*
Prepared for Lions Clubs International Leadership

I. Understanding Why Members Leave

Lions Clubs don’t lose members because of one issue — it’s often a combination of cultural, leadership, and engagement factors. Based on club feedback and member exit reasons, the top causes of member loss fall into five categories:

Category	Why Members Leave	Strategic Response
1. Club Culture & Enjoyment	Boring meetings, no fun, cliques, negative members, loss of purpose.	<ul style="list-style-type: none"> - Make meetings inspiring and interactive. - Rotate meeting leadership. - End every meeting with “Lions Moments” celebrating service and impact.

Category	Why Members Leave	Strategic Response
		<ul style="list-style-type: none"> - Address negativity directly and early. - Incorporate social and family events.
2. Leadership & Training	Poor leadership, manipulation, lack of training, wrong reasons for serving.	<ul style="list-style-type: none"> - Require officer and Zone training before assuming positions. - Establish mentorship for all new officers. - Encourage transparent, team-based decision making. - Recognize leaders who develop others, not just “run” the club.
3. Engagement & Service	Lack of meaningful projects, stagnation, members not feeling useful.	<ul style="list-style-type: none"> - Conduct a <i>Member Passion Survey</i> — match members to projects they care about. - Introduce short, frequent service opportunities (“2-Hour Lions”). - Partner with schools, businesses, and agencies for joint service days.
4. Growth & Inclusion	Lack of new members, club aging out, lack of diversity.	<ul style="list-style-type: none"> - Create intentional recruitment goals: every member invites one new prospect per quarter. - Form <i>Branch Clubs</i> in smaller communities or special interests. - Use GIS or community mapping to locate potential new service areas.
5. Personal Connection	Lack of caring, compassion, or sense of belonging.	<ul style="list-style-type: none"> - Assign a <i>Member Care Chair</i> to personally check on members who miss meetings. - Send handwritten notes or calls of appreciation. - Celebrate birthdays, milestones, and family events.

II. Preventing the “Dues Drop” – Keeping Members Through Renewal Season

When dues are due, too many clubs lose members — not because they don’t care, but because **they’ve lost connection, understanding of value, or financial flexibility.**

A proactive retention process can reverse this pattern.

1. The Dues Retention Timeline

Timeline	Action Step
90 Days Before Dues Deadline	Conduct a “Membership Check-In.” Ask each member: <i>How are you feeling about the club? What can we improve?</i> — not just “Will you renew?”
60 Days Before Dues Deadline	Hold a <i>Lions Value Night</i> — a fun meeting reviewing club accomplishments, impact photos, and member stories. Reignite pride in membership.
45 Days Before Dues Deadline	Send personal reminders — <i>not invoices</i> but notes from the President or Membership Chair thanking members for their service and explaining how dues directly support local and international service.
30 Days Before Dues Deadline	Identify “at-risk” members — those who haven’t paid or seem disengaged. Assign a caring Lion to personally reach out, listen, and encourage renewal.
15 Days Before Dues Deadline	Offer <i>payment flexibility</i> : <ul style="list-style-type: none">• Split payments (half now, half later)• “Sponsor a Lion” fund for members in financial hardship• Allow electronic payment options (Zelle, Venmo, PayPal, etc.) After Dues Deadline For any dropped member, send a <i>reinstatement invitation</i> — a positive message thanking them for past service and inviting them to return anytime. Keep the door open.

2. Messaging That Retains Members

- **Focus on Value:** Remind members that dues are not a bill — they are an *investment in service, connection, and legacy*.
- **Show Impact:** At renewal time, share how dues help fund international vision programs, disaster relief, and local service.
- **Personal Connection:** A one-minute personal phone call from a club officer can make the difference between renewal and resignation.

III. Strengthening Club Health Year-Round

1. Engagement Scorecard

Each club should track quarterly:

- % of members attending meetings or service events
- of members serving in leadership or committees
- of new vs. reinstated members
- Member satisfaction survey results (short 5-question format)

2. Retention Committee

Form a small “Membership Care & Retention Team” with tasks to:

- Monitor member engagement
- Reach out to inactive members
- Plan recognition and appreciation events
- Report quarterly to club leadership

3. Celebrate Success

Recognize members publicly for years of service, successful projects, and leadership growth. Highlight *why each member matters*.

IV. Key Takeaways

- **Retention starts the day a member joins** — not when dues are due.
 - **Engaged members don’t drop; disconnected ones do.**
 - **Leadership quality, meeting culture, and meaningful service** are the top predictors of retention.
 - **Personal contact beats invoices** when dues time arrives.
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V. Recommended Club Practices Summary

Challenge	Solution
Boring meetings	Add energy: speakers, videos, member spotlights
Lack of caring	Create a Member Care Chair/Committee
Cliques	Mix up seating, pair mentors/mentees
Lack of leadership	Train early, rotate officers
No fun	Add socials, humor, and celebrations
Dues-related drops	Personal outreach + flexible payments
Lost mission	Reconnect to LCI causes & community impact
Naysayers	Focus on positive contributions, redirect negativity
Stagnation	Start one new project per quarter
Lack of diversity	Recruit across generations and communities

Final Message

When members feel valued, connected, and proud of what their club does, they don't leave. Retention isn't about keeping numbers — it's about keeping hearts engaged in service.

Let's make every Lion proud to stay a Lion!