

SHOW LIONS THE VALUE OF AN ASSOCIATION

Why Members Leave & Strategic Responses

1. Club Culture & Enjoyment

- Make meetings engaging; rotate leadership.
- Stop negativity early; add social/family events.

2. Leadership & Training

- Require officer training.
- Mentorship for new officers; transparent decisions.

3. Engagement & Service

- Match members to projects through surveys.
- Add short “2-Hour Lions” service options.
- Partner with schools and businesses.

4. Growth & Inclusion

- Each member invites one prospect per quarter.
- Create Branch Clubs.
- Use GIS for recruitment focus.

5. Personal Connection

- Member Care Chair outreach.
- Handwritten notes & appreciation calls.
- Celebrate personal milestones.

Connect with your members on their level

1. Reignite Member Passion

- Open each meeting with a quick *Mission Moment* or testimonial.
- Use photos, videos, and GIS impact maps to show service results.
- Connect every project to an LCI global cause.

2. Make Meetings Interesting & Impactful

- Use a 50/50 format: business + inspiration/connection.

- Rotate meeting leadership to involve newer members.
- Invite outside speakers (nonprofits, officials, service recipients).
- Add short *Member Spotlights*.
- Offer hybrid meeting options.

3. Cultivate a Culture of Caring

- Appoint a **Member Care Chair** to check on absent or disengaged Lions.
- Celebrate birthdays, anniversaries, service milestones.
- Adopt positivity/respect guidelines; address negativity early.
- Create mentor–mentee pairs (veteran + new Lion).

4. Revitalize Service

- Survey members & community for priority needs.
- Launch small, high-impact 2-hour service projects.
- Partner with schools, food banks, environmental groups.
- Publicize impact through photos, news, and social media.

5. Strengthen Leadership & Training

- Promote officer training as empowering, not burdensome.
- Assign each officer a co-chair/deputy to build future leaders.
- Rotate leadership roles regularly.
- Include 5-minute “Leadership Moments” at meetings.

6. Build for Growth

- Ask each member to bring one guest per quarter.
- Host open houses or “Serve with the Lions” days.
- Form Branch Clubs (young professionals, retirees, cultural groups).
- Use community mapping/GIS to identify new service areas.

7. Keep It Fun

- End meetings with good news, humor, or shout-outs.
- Schedule occasional social-only events (picnics, trivia, joint club nights).
- Include families in club activities.

Dues Drop-Off Prevention Plan

- **60 days out:** Personal check-ins; listen for concerns.
- **Value conversations:** Reinforce friendship, purpose, impact.
- **Flexible payments:** Installments, sponsorship fund, electronic options.
- **Reconnection:** Use check-ins to rebuild commitment before renewal.

Retention During Renewal Season

Timeline Actions

- **90 days:** Conduct Membership Check-In.
- **60 days:** Host *Lions Value Night* celebrating impact.
- **45 days:** Send personal appreciation notes (not invoices).
- **30 days:** Identify at-risk members; assign caring outreach.
- **15 days:** Offer flexible payment options.
- **After deadline:** Invite dropped members to reinstate positively.

Retention Messaging

- Emphasize dues as an *investment* in service.
- Show visual evidence of impact.
- Use personal phone calls for highest success.

Strengthen Club Health Year-Round

Engagement Scorecard (Quarterly)

- Meeting/service attendance rate.
- % of members in leadership/committees.
- New vs. reinstated members.

- Member satisfaction mini-survey.

Retention Committee Responsibilities

- Monitor engagement.
- Contact inactive members.
- Plan recognition/celebration events.
- Report quarterly to leadership.

Celebrate Success

- Honor years of service, achievements, and leadership growth.

Key Takeaways

- Retention begins on day one.
- Engagement prevents member loss.
- Strong leadership + positive culture = healthier clubs.
- Personal contact beats invoices for dues.

Recommended Club Practices

- **Boring meetings** → Add speakers, videos, spotlights.
- **Lack of caring** → Create Member Care Chair/Team.
- **Cliques** → Mix seating; pair mentors/mentees.
- **Leadership gaps** → Train early; rotate roles.
- **No fun** → Add socials and celebrations.
- **Dues drops** → Personal outreach + flexible payments.
- **Lost mission** → Reconnect to LCI causes.
- **Naysayers** → Redirect negativity; highlight positives.
- **Stagnation** → New project each quarter.
- **Lack of diversity** → Recruit across generations and communities.