



New Member Mentoring Program

Six Months, Six Core Values, One Purpose: We Serve

Keep it Simple. Keep it Real. Keep it in the Room.



Research Study #2: Lions International

Member Retention Research Findings

50% of new members drop out within the first 3 years.

Source: Lions International Retention Campaign

Top 3 Reasons Members Leave



Lengthy/boring meetings



Club politics/cliques



Lack of involvement

Member Orientation & Mentoring Program

Formal programs significantly increase retention rates

Members who receive **proper orientation** are **MORE likely to remain active**

Research Study #1: Sun Microsystems (1996-2009)

14-Year Mentoring Program Analysis

Retention

72%

Retention rate for mentees

vs.

49%

Retention rate for non-participants

ROI

1000%

Return on Investment (ROI)
Using conservative measures

Promotion

4X

Mentees promoted 4 times more often than non-participants

Study saved the company \$6.7 million in replacement costs

Source: Sun Microsystems Mentoring Study, Capital Analytics (1996-2009)



Leading vs. Coaching New Members



LEADING

- Gives directions
- Focuses on tasks
- Tells what to do
- Creates followers
- One-way communication
- Emphasizes roles
- Short-term compliance
- Here's your committee

COACHING

- Asks questions
- Focuses on purpose
- Explores why they serve
- Develops leaders
- Two-way dialogue
- Emphasizes impact
- Long-term commitment
- What's your passion?

Leadership tells new members where they need to go.



Coaching walks beside them to discover why they want to get there.

In Lions, we don't need followers—we need owners of the mission.

Coaching move from Orientation into Transformation, compliance into Commitment, and new members into Lifelong Servant Leaders who don't just fill roles but Fulfill Purpose.



Program Overview

- Simple 6-month mentoring program
- One core value per month
- One signature activity per month
- One mentor paired with each new member
- Monthly one-on-one meetings

Relationship-focused and action-oriented for meaningful engagement.

Basic and Advanced Mentoring Programs



Lions Club Core Values



SERVICE

Commitment to Service



EXCELLENCE

Dedication to Excellence



DIVERSITY

Appreciation for Diversity



COLLABORATION

Dynamic Collaboration



INTEGRITY

Personal & Professional Integrity



INNOVATION

Spirit of Innovation

M1

Month 1: SERVICE

• Commitment to Service

"We are responsive to the needs of our communities and the world we share."

Activity: Community Service Project



Serve side-by-side with your mentor

- New member participates in an active club service project
- Work together in the community and meet those we serve
- Debrief afterward to connect service with personal motivation



Reflection: "What service means to me."

Hands-on

Serving Together



Mentor

Mentee

M2

Month 2: EXCELLENCE

• Dedication to Excellence

"We strive for excellence, and we measure it by every community we impact."

Activity: Quality Project Planning Session



Plan for quality and meaningful impact

- Attend a committee meeting with your mentor
- Learn quality standards and impact measurement
- Take on a small responsibility for the next project



Reflection: "How I'll contribute excellence."

Planning

Quality in Action



Schedule

Checklist

Impact

M3

Month 3: DIVERSITY

• Appreciation for Diversity

"We believe that diversity is our strength... together we are more."

Activity: Diverse Perspectives Lunch



Meet members with different backgrounds

- Invite 3–4 Lions with varied ages, cultures, and professions
- Share personal Lions stories and perspectives
- Discuss serving diverse populations and inclusive practices



Reflection: "How diversity strengthens our service."

Inclusive

Unity in Diversity



Members

Perspectives

M4

Month 4: COLLABORATION

• Dynamic Collaboration

"We work as a team to solve problems and bring our service to life."

Activity: Partnership Project or Inter-Club Event



Team up across clubs and partners

- Participate in a collaborative service or fundraising event
- Work with another Lions club or a community partner organization
- Take on a coordination or liaison role with mentor support



Reflection: "The power of collaboration."

Partnership

Working as One



Lions Club

Partner

M5

Month 5: INTEGRITY

• Personal and Professional Integrity

"We are dependable, trustworthy and accountable for our actions."

Activity: Leadership Meeting & Ethics Discussion



Observe and commit to accountable leadership

- Attend a club board/officer meeting with your mentor
- Review the Lions Code of Ethics and discuss transparency
- Accept an ongoing accountability role (e.g., greeter, hours recorder)



Reflection: "How I'll demonstrate integrity and accountability."

Ethics

Trust & Accountability



Mentor

Mentee

M6

Month 6: INNOVATION

• Spirit of Innovation

"We embrace new ideas, best practices and continual improvement."

Activity: Innovation Presentation & Graduation



Capstone: Share your innovative idea

- Develop one innovative idea to strengthen the club or a project
- Present a concise 5-minute proposal at a club meeting
- Celebrate completion with graduation recognition



Reflection: "My Lions journey."

Capstone

Innovation & Graduation



New Idea

Recognition

6-Month Program Summary

Month • Core Value • Signature Activity

Core Value

Activity

1

• SERVICE

Community Service Project

2

• EXCELLENCE

Quality Project Planning Session

3

• DIVERSITY

Diverse Perspectives Lunch

4

• COLLABORATION

Partnership Project / Inter-Club Event

5

• INTEGRITY

Leadership Meeting & Ethics Discussion

6

• INNOVATION

Innovation Presentation & Graduation



Time commitment: 2-3 hours/month



Total: 14-20 hours (6 months)



Why This Works

Six core benefits that drive engagement and impact

● Program Benefits



Simple



Focused



Flexible



Relationship-based



Action-oriented



Celebratory

Aligned to Lions values

Built for engagement



Program Completion

Requirements and graduation recognition

Completion Criteria

 Attend all 6 monthly mentor meetings

 Participate in all 6 core value activities

 Complete all 6 monthly reflections

 Present innovation idea at Month 6

 Receive graduation recognition

Graduation

Recognition Includes

 Certificate of completion

 Lions pin presented by mentor

 Recognition at club meeting

Measuring Success

Five key indicators to track impact and retention

Metrics & Targets



Completion rate

Cohort members finishing program

Target: 85%+



12-month retention

Members active after 1 year

Target: 90%+



Service hours

Track monthly total hours

Track: Hours served



Member satisfaction

Survey score (1-5)

Track: Survey results



Leadership pipeline

Members moving into roles

Track: Roles assumed

Outcomes

Targets / Tracking



Getting Started

4 Steps to Launch Your Mentoring Program

Implementation

1 RECRUIT

Train experienced members as mentors

 Invite respected Lions; set expectations (1 hour/month).

2 MATCH

Pair mentors with new members thoughtfully

 Align interests, schedule, and communication styles.

3 LAUNCH

Begin Month 1 activities together



Kickoff at a club meeting; confirm meeting cadence.

4 SUPPORT

Check in monthly; celebrate milestones

 Coordinator tracks progress; plan Month 6 graduation.

Resources

What You Need

 Program outline

 Reflection forms

 Certificates

 Recognition items

\$

Budget

\$25–40 per new member

Covers materials, certificates, and recognition.

Built for any club size

Ready to launch this quarter



ROUND 1: The 'Leading' Approach

2 Minutes Total



**PARTNER A -
YOUR TURN**

You have 90 seconds

Your Task:

- Tell your partner what committee they should join in Lions
- Explain why it's important
- Be directive and convincing
- Persuade them this is the right choice

⌚ **90 SECONDS**

Partner B: Just listen

Presenter will time and signal when to begin



Contact: {Your club contact or email here}



ROUND 1: Debrief

What Did You Feel?

Partner B's: Raise your hand if you felt EXCITED about the committee suggested?

Did anyone feel the suggestion didn't match who YOU are?

Notice the responses...
How many hands went up?
What does this tell us about the 'leading' approach?



Contact: {Your club contact or email here}





ROUND 2: The 'Coaching' Approach

2 Minutes Total

PARTNER B - YOUR TURN
You have 90 seconds

⌚ 90 SECONDS

1. What issue in your community breaks your heart?
2. If you could solve one problem this year through Lions, what would it be?
3. What unique skills or passion could you bring?

Then simply **LISTEN**
Don't solve. Don't suggest. Just LISTEN.



ROUND 2: Debrief

Feel the Difference?

Partner A's: Raise your hand if you felt MORE ENGAGED in this conversation?

Question 2: Who discovered something about their partner they didn't expect?

Question 3: Who now has CLARITY about where they want to serve?

The Power of Coaching Questions

Notice the difference in energy, engagement, and excitement



What You Just Experienced

5 Minutes That Change Everything

In 5 minutes, you just experienced what takes new members 6 months to figure out—or causes them to quit.

- You **FELT** the difference between being **TOLD** where to serve and being **ASKED** why you serve
- In traditional leading, your partner would be assigned to a role
- In coaching, you helped them discover their **PURPOSE**

Look at your partner
That's the power of coaching over leading



Contact: {Your club contact or email here}





YOUR TAKE-AWAY CARD

Keep This With You



THE 3 COACHING QUESTIONS

1. WHAT BROUGHT YOU TO LIONS?
2. WHAT IMPACT DO YOU DREAM OF MAKING?
3. HOW CAN WE HELP YOU DO THAT?

**“COACHES DON’T
CREATE FOLLOWERS.
THEY CREATE LEADERS.”**

— LIONS INTERNATIONAL CONFERENCE 2026

PICK UP YOUR CARD AT THE EXIT
DIGITAL VERSION AVAILABLE AT [WEBSITE/QR CODE]



Contact: {Your club contact or email here}



We Serve — Together We Grow

Six Months. Six Values. One Transformative Journey.

- Simple. Meaningful. Effective. ●



Ready to implement in your club this quarter.

Contact: {Your club contact or email here}