



# New Member Mentoring Program

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

**Keep it Simple. Keep it Real. Keep in 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.

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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**.

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# Program Overview

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- 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



## Mentor + Mentee Connection

Guided journey through six core values

Mentor

Mentee

# Lions Club Core Values

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## **SERVICE**

Commitment to Service



## **EXCELLENCE**

Dedication to Excellence



## **DIVERSITY**

Appreciation for Diversity



## **COLLABORATION**

Dynamic Collaboration



## **INTEGRITY**

Personal & Professional Integrity



## **INNOVATION**

Spirit of Innovation

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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

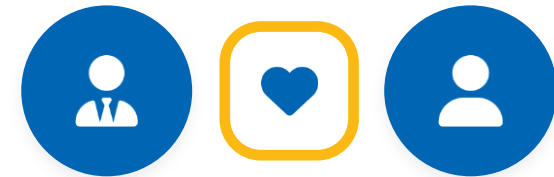
- New member participates in an active club service project
- Work together in the community and meet those we serve
- Debrief afterward to connect service with personal motivation



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

<div>1</div> <div>SERVICE</div> <div>Community Service Project</div>	<div>2</div> <div>EXCELLENCE</div> <div>Quality Project Planning Session</div>	<div>3</div> <div>DIVERSITY</div> <div>Diverse Perspectives Lunch</div>
<div>4</div> <div>COLLABORATION</div> <div>Partnership Project / Inter-Club Event</div>	<div>5</div> <div>INTEGRITY</div> <div>Leadership Meeting &amp; Ethics Discussion</div>	<div>6</div> <div>INNOVATION</div> <div>Innovation Presentation &amp; Graduation</div>



# 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

Celebrate growth and commitment



# 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

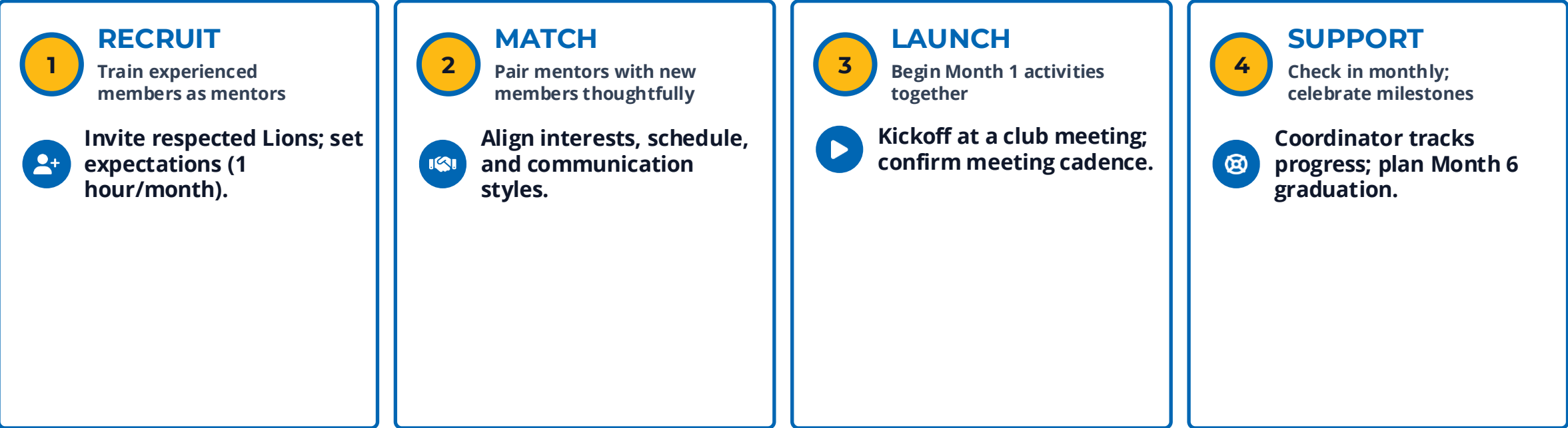
Targets / Tracking



# Getting Started

4 Steps to Launch Your Mentoring Program

● Implementation



Resources

What You Need

📄

Program outline

📝

Reflection forms

🌟

Certificates

🏆

Recognition items

\$

Budget

\$25–40

 per new member

Covers materials, certificates, and recognition.





## 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?





## 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**





# 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}

