

CATCH & HOLD

NOT

CATCH & RELEASE





How do we get there?

- Service
- Membership
- Leadership
- Retention





WE SERVE

- This is why we exist
- Service not fund raising
- Many service projects can cost little or nothing



Service Projects

- Do not need to be gigantic
- Don't need to cost a lot
- BUT, do need to INVOLVE members





Does your club have a

SIGNATURE

PROJECT

?

**EFFECTIVE
SERVICE**



**NEW
MEMBERS**

**CLUB
SUCCESS**



**MEMBER
SATISFACTION**



Be A BEACON OF HOPE

**To Grow Your
MEMBERSHIP
For SERVICE**





MEMBERSHIP



- Not everyone will make a good Lion
 - Some may have a personal agenda
- Service minded individuals
- Must have the time to serve
- Must be able to afford membership

Grow your club

- Replace every member who
 - Dies or transfers
 - Drops out
- Why did they drop?
 - Find out -correct problems
 - Use an exit interview
- Grow by at least one each year.



Tools available

- LCI prepared guides and programs
- 3-member Membership Committee
- Sponsors
- GMT





SPONSOR Responsibilities

- **Recruiter** – more than just this
- **Host** – make new member feel wanted and needed – gel with others - **FUN**
- **Mentor** – serve as a continuous source of inspiration – advice – involvement

SPONSOR becomes a stronger member



JUST ASK

- Who have you asked lately?
 - Retry --may now be ready
- Business & community leaders
- Friends and family



CULTIVATE THEM

LEADERSHIP



LEADERSHIP

- Is **not a position** (to have)
- But, **action to produce results**





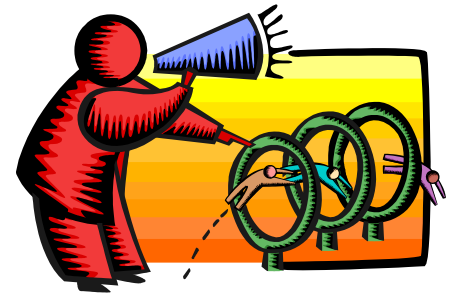
LEADERSHIP

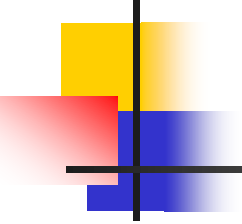
- Without good leadership we will falter
Use the new GLT structure
- Practice good leadership traits
 - Use what you have learned



Build YOUR OWN leaders

- Workshops
 - District MD LCI
- Lions Leadership Resource Center
 - Lions Learning Center
 - Leadership Development
 - Training Materials
 - Presentations
 - Tips and Tools





HELP !!

50%

**of our new members
drop out within
the first 3 years!**

HOLD ON TO YOUR LIONS

RETENTION





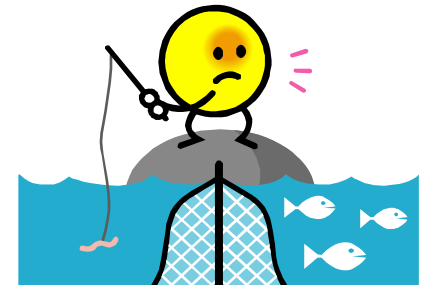
Shine YOUR light !

Not only new clubs,
but to hold on
to what we
have.



Why did they leave?

- Many Lions leave because of poor leadership
 - Lengthy / boring meetings
 - Club cliques and politics
 - Lack of meaningful involvement



HOW DOES YOUR CLUB STACK UP ?



Identify & solve the challenge

- **LOOK** closely at current state of club
- **LISTEN** to input from fellow members
- **LEARN** where the problem areas exist
- **RESPOND** by implementing appropriate changes

Demonstrate good leadership

- Make all members feel welcome
- Involve all members in discussion
- Listen to all opinions
- Develop common goals





Lengthy / boring meetings ?

- Start on time
- Use an agenda -copies available
- Keep discussion on track
- Use Tail Twister





Club Dynamics

- Use a greeter
- Recognize cliques - do something
- Focus on service goals
- Praise members often

Meaningful Involvement

- What do you have them do?
 - Involve them quickly
 - Meet their expectations
 - Use their expertise
 - Membership application
 - Use member's sponsor





Do you use this?

- From the membership application

I express a preference to serve on the committee, or committees, checked below:

ADMINISTRATIVE COMMITTEES:

- Attendance
- Constitution and By-Laws
- Finance
- Greeter
- Leadership Development
- Lions Information
- Membership
- Program
- Public Relations-
Bulletin Editor

ACTIVITIES COMMITTEES:

- Diabetes Awareness
- Sight Conservation and
Work with the Blind
- Hearing Conservation and
Work with the Deaf
- Environmental Services
- International Relations
- Leo Club Programs
- Youth Exchange
- Youth Outreach



Tools that can help

- Orientation Guide (ME13)
 - Refresher Series
 - Our Illustrious History (ME13-B)
 - Purpose, Ethics and You (ME13-C)
 - Your Club, Your District (ME13-D)
 - Your International Association (ME13-E)
- Mentoring Program (MTR5)
- 3-Member Membership Committee





Why do YOUR members leave?

- Do you use an **exit interview**?
- Have you used a club survey?
 - “How are Your Ratings” (ME15b)
 - Have you held a “Club retreat” to follow up on the survey?



Retention

- Retaining members is a critical, ongoing process
 - Keep your eyes open for potential stumbling blocks
 - Be flexible and willing to make changes when needed

ABOVE ALL HAVE FUN !

