

## DISTRICT GOVERNORS NEWS LETTER

We often talk about the problems with membership and retention, yet more times than not talking is all we do. I am of the belief that we have talked enough about the problem and need to focus on SOLUTIONS. The key to a solution in the area of membership and retention is simple, it's often talked about, but is rarely done. Here is the answer. Are you ready... the answer is we must get our membership and retention plans implemented at the CLUB LEVEL. I know this is easier said than done. I know what is standing in the way of implementation... time, money, and commitment/ desire. These are not easy obstacles to overcome, but it can be done. I want to share with you two ideas that can be implemented at the club level and if they are we'll achieve the results desired of more retained members and an increase in membership.

**THE ANSWER TO RETENTION** There is no question that Retention is a serious problem. The membership charts clearly show the drops exceeding the adds each year. Do you know the number one reason we have drops? It amazes me that we still have Lions starting to determine this... as if they can't believe the information that LCI has put out. We know the number one reason is **INEFFECTIVE CLUB MEETINGS!** LCI has already developed materials addressing each one of these issues. 1. We need interesting and productive meetings. 2. We need meetings to be worthwhile. 3. We need to plan and run effective meetings. 4. Officers need to focus on meetings. 5. We need to avoid cliques and politics. 6. We need to keep members involved. So what's something we can do to focus on having better meetings. What tool can we do to turn things around. How many clubs elect a new president for the year and that new president doesn't have any idea what to do to get his/her club clicking on all cylinders. Here is an answer...it is called the **LIONS CLUB RETENTION INDEX OR LCRI.**

1. ADMINISTRATION & COMMUNICATION 2. NETWORKING & SOCIALIZATION 3. SERVICE 4. WORK & PERSONAL DEVELOPMENT 5. ENTERTAINMENT & EDUCATION 6. RETENTION & MEMBERSHIP. Effective clubs will keep members active and involved. Active and involved members usually stay members. Result... Drops reduce, membership increased. The focus in the last few years has been on Retention, and it is a big problem without a doubt. However, membership is the **LIFEBLOOD** of our organization. Each time we recruit a new member we are adding a new dimension to our club. Each new member restores the vitality of your club. New ideas brought in by new members may mean change in the way we do things. We must accept the **CHALLENGE TO CHANGE**. This may mean focusing on bringing in women and focusing on bringing in younger persons below 40 years of age.

So where have we gone wrong in recruiting new members. We have membership meeting committees don't we? The question is ... is there an actual committee and what are they doing about membership in the club? I submit to you that in most clubs the Chair is in name only and there is no committee and commitment, and nothing is being planned as a membership program in the club. So the answer in recruiting has to do with the desire and commitment to plan a club membership program. The solution that has proven to work is: 1. Find Prospects. 2. Offer Opportunity to come together. 3. Convince prospects to attend a meeting. 4. Understand what Lions are about- have a club brochure or sell sheet. 5. Secure a commitment to join.

Once again, with the commitment of the club each club can implement a solution to the retention and membership problem. the more clubs that accept the challenge to focus their efforts using the tools above, the more our clubs, will experience net membership growth.

District Governor  
Jerry Coenen