

Lions Clubs International



# Why are Lions Leaving ?

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## Why Is Retention a Problem

### Objectives

- To discuss the problems of retention
- To build a firm club foundation by covering the basics
- To set expectations for committee
- To suggest an action plan



## Why Is Retention a Problem

Have you noticed:

- A decline in service being provided by your club?
- A decline in membership growth in your club?
- Do you think retention is to blame?



## Why Is Retention a Problem

### Background

- 12 million non-profits seeking volunteers
- Average service club will lose 20-25% of members each year
  - **Job transfer**
  - **Personal issues**
  - **Various personalities**
  - **Illness**
  - **Death**



## Why Is Retention a Problem

- 30% of new Lion members drop their membership in the first year.
- 42% of all Lions Clubs did not recruit a single new member last year.
- 37% of the Districts did not start a new Lions Club in the last three years.



## Building A Foundation

Why are you still a Lion?



## Building A Foundation

### It Starts With Recruitment

- Explain who we are
- Explain what we do
- Explain what is expected
- If you don't, they will not stay



## Building a Foundation

### Ask the New Member

- What do you want to do?
- How do you want to serve?
- What are your goals?



## Building the Foundation

- Induct
- Involve
- Encourage



## Building the Foundation

- Six month follow up
- Celebrate 1<sup>st</sup> year anniversary
- First 3 years are the most critical



## **Building the Foundation**

# **ROI**

## **RETURN ON INVOLVEMENT**

- **Club Excellence Process**
- **Club Health Assessment**
- **Community Needs Assessment**



## Building the Foundation

Discover what **motivates** your members

- Why did they join?
  - Self serving, we meet their needs
  - Relationships, friendship
  - Believe in serving others
  - Have a passion for helping others

# This becomes retention!



## The Basics

Why do we have club meetings?

- To attend social events
- To listen to committee reports
- To invite guest speaker
- To be informed
- To have fun



## Suggestion

What makes a club meetings effective?

- To have an agenda
- To engage members to discuss future projects
- To reach collective decisions
- To conduct training
- To listen to a guest speaker
- To have fun!!!!!!!



## Suggestion

### Service Hours

- Set a minimum number required
- Record hours worked
- Recognize completion

Even though we are volunteers, we still need to be responsible for our actions.



## Set Expectations

### Benefits of Service

- Demonstrates that we want personal involvement
- Interaction with other members
- Create opportunity for member to showcase skills and/or leadership ability



## Set Expectations

### Committees

- Negative connotations ?
- Sit around and discuss ?
- Don't get much done ?
- Answer to a challenge ?



## Suggestion

### Action Teams

- 1-3 members
- Dynamic
- Focused
- Quick response



## Action Plan Content

- What action will be done?
- Who will be involved or responsible?
- What resources are needed?
- When will it be completed?
- How will we know it's done; or how will we see results?



## Sample Action Plan

What? (action steps)	Who? (person responsible)	Resources? (what is needed)	When? (what is the deadline)	Re (how d it's d
Recruit 5 new members	All Lions	Brochures and posters to hand out	April 15, 2010	V peop af
Train new club officers before they take office	Current officers	Club officers manual	July 1, 2010	W



## Set Expectations

### Current Committees

- Question their purpose
- Examine the job description
- Examine the task distribution

What has worked for years becomes standard practice, even if there is lack of progress.



## Set Expectations

### Current Committees

- “Everyone knows how we do that”
- Same people... same project syndrome
- Project managers become permanent
- Project managers become possessive

What about me? Is there room for me?

Will there ever be?



## Suggestion

How can you modify current committees?

- Require rotation
- Set a time limit on project lead
- 2-3 years max
- Start an apprenticeship/mentor program



## Set Expectations

How do you know that a committee is effective?

- When you see/hear the results of a project
- When you take time to participate
- When you complete a report
- When you step up to lead



## Set Expectations

# Feedback Exercise

Without talking to each other arrange yourself by birth month.



## Set Expectations

Remember,  
without feedback,  
you do not know where  
you stand.



## Leadership

### Reasons for wanting to be a leader

- Great experience
- Commitment to the cause
- Feel it's their time to serve
- Have a martyr complex
- Love the adrenaline flow
- Gain community status



## Leadership

### Reasons for NOT wanting to be a leader

- Afraid they will become unpopular
- Won't know how to get out
- Have watched others burn out
- Know the time commitment and are afraid
- Feel their families will not support them
- Worry that they will be left “holding the bag”



## Leadership

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

-- John Quincy Adams



## Leadership

### Grow Leaders

- Send new members to conferences
- Budget the expense
- Expose them to other Lions
- Promote networking
- Provide training and motivation
- Ignite the flame of ambition



## Recognition

### Types of Recognitions

- Present award at a meeting
- Write up in club or district newsletter
- Give recognition plaque
- Mail a thank you note
- Thank the family members



## Results

### End Results

- More involved members
- Satisfied members
- Proud members
- Lifetime members
- Stronger association



## Summary

### Summary of Presentation

- Problems of retention
- Basic foundations of a good club
- Set expectations
- Suggest an action plan



Retention is the result of doing the right things for the right reasons when you recruit a quality member.



Comments?

Thank you for attending  
and retaining your  
membership!



## CONTACT INFORMATION

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