

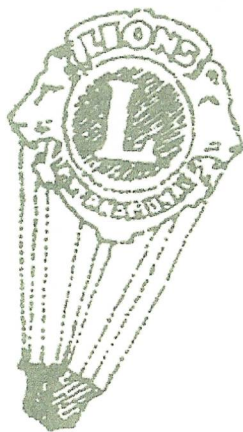
Developing and Retaining Members

Many Lions drop out for perfectly understandable reasons: death, sickness, economic hardship, transfer to an area without a Lions club. Others lack the commitment required of a true Lion. But most leave for reasons that could have been prevented by a club with a strong membership development and retention program—a club determined to retain them.

An effective membership retention effort doesn't just happen. It has four equally working parts:

1. the cooperation of your club's officers and directors;
2. the work of the members of your own committee;
3. the understanding and cooperation of all club members,
4. a well-planned, efficiently executed annual membership development and retention program.

The first step is to analyze the reasons for the membership losses and then take the necessary measures to overcome them.



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Most mentioned reasons for dropped members

1. Poor club leadership.
2. Lack of proper screening for quality members.
3. Improper induction ceremony.
4. Inadequate orientation of the new member.
5. No participation or involvement.
6. Non-fulfillment of sponsor's responsibilities.
7. Insufficient attention to members (new and old).
8. Lack of friendship or fellowship.
9. Cliques.
10. Misjudgment in committee appointments and improper use of talents.
11. No meaningful club projects.
12. Clubs do not measure up to expectations.
13. Boring meetings—too formal and inflexible.
14. Wrong meeting time and/or place.
15. Poor order, planning and objectives. Lack of individual and collective discipline in reaching a common purpose.
16. Complacency, indifference and apathy on the part of some club members and officers. Loss of faith.
17. Lack of proper recognition.
18. No motivation, enthusiasm or dedication.
19. Poor communication between officers and members.
20. Excessive cost—too many parties and social events.
21. No follow-up on transfer members.
22. Lack of encouragement to members (new and old) to attend district and international affairs, such as forums, conventions, zone meetings, regional meetings, etc.
23. Inadequate publicity to gain community support.
24. Lack of continuing membership growth and development programs.

—From a survey of past International Officers and Directors

Basic Solutions to Minimize Drops

1. Leadership training at club level.
2. Concentration on quality members through proper screening.
3. Impressive and meaningful induction ceremonies.
4. Education or orientation of new members.
5. Involvement of all members (new and old).
6. Family involvement. Spouse should be included in the new member's induction and orientation.
7. Sponsors should carry out their responsibilities toward the new members.
8. Members must feel needed and wanted.
9. More emphasis on service and quality fund-raising projects.
10. Meetings should start on time and close on time.
11. Meetings with free, creative spirit; tolerance and flexible moral sense; abundant good will and quick wits.
12. Improved attendance through good and interesting programs.
13. Better planning and establishment of objectives and goals.
14. Proper recognition.
15. Reorientation and motivation of old members.
16. Improvement on communications between officers and members.
17. More teamwork.
18. Cost of meals and social events should be low to keep dues reasonable.
19. Transfers should be followed up. Keep them in Lions!
20. Members should be encouraged to attend district and international affairs.
21. Prestige and image of Lions should be maintained through good public relations.
22. Advice and counsel from the district cabinet members should be sought to solve individual problems as soon as they arise.
23. A year-round membership growth and development program.

—From a survey of past