



January 26, 2025

Lions of District A2:

As FVDG, there was an opportunity to be involved with setting OUR DISTRICT GOALS for the next Lions Year. The input and feedback provided by Lions at the November Zone Advisory meetings was so welcomed and inspiring.

From those sessions, and in conjunction with the current District Goals and Trends; Membership Retention remains a target for all of us.

In A2, and across Canada, there is a repeated pattern of bringing in New Member throughout the year and then a drastic loss of members at the yearend. (June). This pattern is repeated annual. (graph attached). Essential, we are losing as many members that we bring in EACH YEAR.

From the Goal Setting Exercise, we are hoping to implement some strategies NOW to slow down this loss by year end-June 30th 2025.

We are asking EACH Club to participate in this process. We have provided the following Tools that target the A2 Retention Plan:

1. A One Page Action Plan that includes the use of a Member Satisfaction Survey.
2. A MEMBER SATISFACTION SURVEY to be distributed to all of your members in Feb/March 2025.
This will help identify a member who may be at risk of leaving your club/LIONS. This is the opportunity to INTERVENE!
3. A "Maintaining Membership in a Lions Club-Stopping the Yearly Roller Coaster"
This document provides a graph of A2 Membership Metrics for this year where you can reflect on the pattern.

In addition, there is a list of Evidence Based Club Management Tools that any club can easily adopt.

We are asking club presidents and membership chairs to take these Tools to your club for implementation.

Together we can do so much!

Lion Louise Agnew

District A2 GAT

In an effort to reduce the membership 'Roller Coaster' that takes place at the end of our "Lions Year" we are suggesting that clubs use the following plan as a template to reduce the number of membership drops that occurs in May/June of each "Lions Year".

Membership Plan for A-2 Lions Clubs

Club Goal:

To maintain our current club membership (no member losses) by the end of the Lions Year—June 2025.

Club Activities:

1. Member Satisfaction Survey

- **Timeline:** February/March 2025
- Club President and Board of Directors (BoD) distribute a Member Satisfaction Survey to all members.
- Review and summarize survey results to identify areas for improvement and potential member concerns.

2. Identify and Engage At-Risk Members

- Before May 1, conduct individual outreach (via phone or in-person) to members identified as "at-risk" of not renewing their membership.

3. Membership Renewal Requests

- Request that all members renew their Lions Club membership by June 2025.

4. Direct Follow-Up

- Follow up with members who do not indicate renewal by June 15, 2025.
- Explore any barriers to membership renewal and work collaboratively to address concerns.

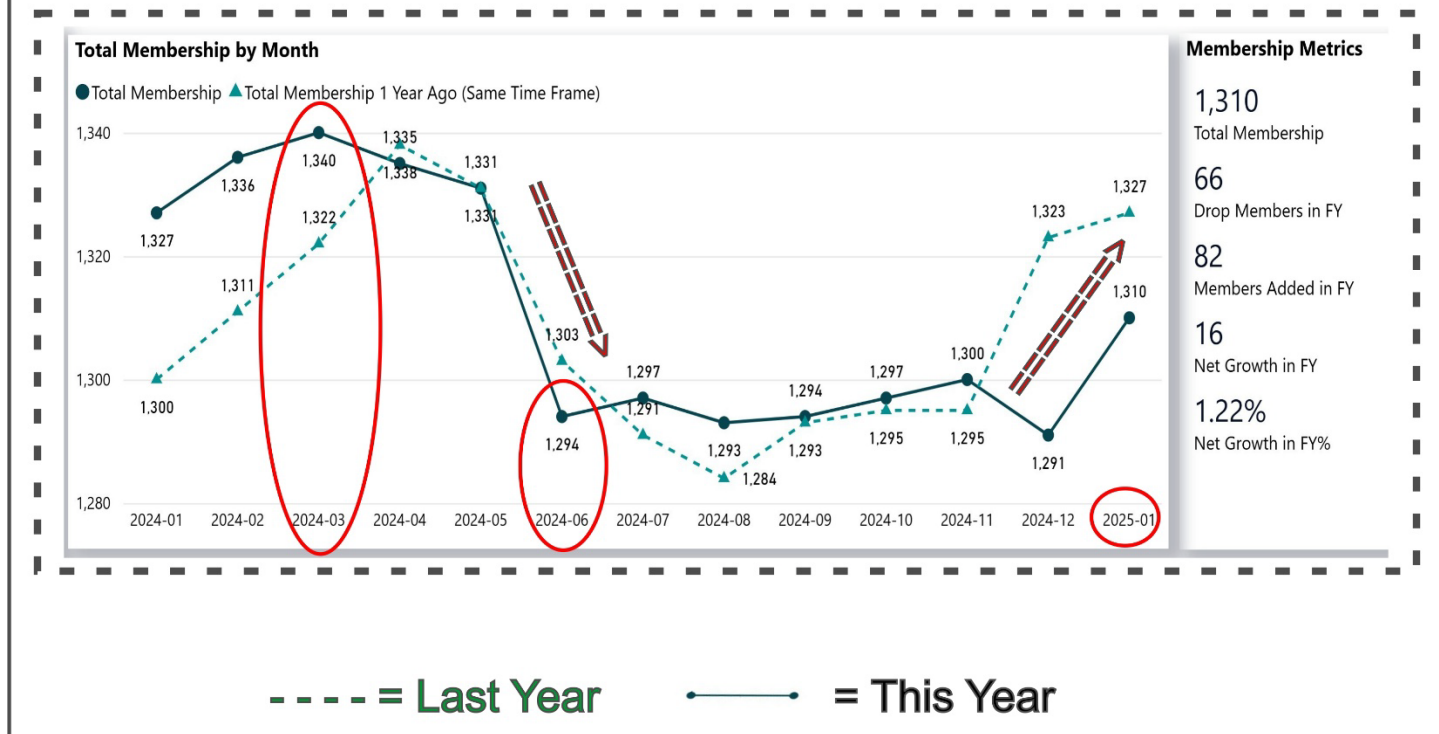
5. Resolve Membership Barriers

- Review and address any issues identified during follow-ups (e.g., dues structure, membership types such as life or family memberships).
- Implement solutions to remove obstacles and support membership retention before June 15, 2025.

Maintaining Membership in a Lions Club

Stopping the Yearly Roller Coaster

Yearly Roller Coaster



Evidence has shown that using some of the following club management tools will assist in reducing the yearly membership roller coaster: club growth followed by a May-June loss.

Here are some effective methods:

1. Member Engagement:

- **Regular Meetings:** Host consistent and engaging meetings with clear agendas.
- **Involvement Opportunities:** Encourage members to participate in projects and leadership roles.
- **Personalized Engagement:** Recognize individual contributions and tailor involvement opportunities to members' interests.

2. Clear Communication:

- **Newsletters and Updates:** Keep members informed with regular newsletters, updates, and meeting minutes.
- **Open Feedback Channels:** Provide avenues for members to share ideas, concerns, and feedback.

3. Community Impact:

- **Meaningful Projects:** Focus on impactful community service projects that resonate with members.
- **Visibility and Recognition:** Publicly acknowledge the club's impact through local media and events.

4. Social Activities:

- **Networking Events:** Organize social gatherings, networking events, and family-friendly activities.
- **Member Spotlights:** Feature members' achievements and personal stories to build camaraderie.

5. Training and Development:

- **Workshops and Seminars:** Offer opportunities for skill development and leadership training.
- **Mentorship Programs:** Pair new members with experienced ones to foster a supportive environment.

6. Recognition and Rewards:

- **Awards and Incentives:** Implement recognition programs for milestones, achievements, and contributions.
- **Member Appreciation Events:** Host events to celebrate members' dedication and service.

7. Flexible Membership Options:

- **Flexible Attendance:** Accommodate members with varying availability by offering flexible meeting times or virtual participation.
- **Diverse Membership Categories:** Provide different membership types, such as family, corporate or affiliate, or junior memberships such as Cub and LEO Clubs.

8. Community Collaboration:

- **Partnerships with Local Organizations:** Collaborate with other community groups and local businesses to broaden impact and visibility.
- **Joint Events and Fundraisers:** Engage in joint projects that attract new members and community interest.

9. Effective Onboarding:

- **Orientation Sessions:** Conduct thorough onboarding for new members to understand the club's mission and opportunities.
- **Welcome Kits:** Provide new members with welcome kits that include club materials and a calendar of events.

10. Feedback and Improvement:

- **Regular Surveys:** Conduct member satisfaction surveys to identify areas for improvement.
- **Action on Feedback:** Demonstrate that feedback is valued by making visible changes based on member suggestions.

Implementing these strategies can help maintain a vibrant, engaged membership base and ensure the long-term success of the Lions Club.



Member Satisfaction Survey



Thank you for taking the time to evaluate our club. As your feedback is important to us and will help us see our club's strengths and weaknesses and develop a plan to ensure that you are and remain a satisfied member of our club.

If you have any questions, please contact: _____

For each question, please rank our club's performance using this scale:

4=Always 3=Often 2=Sometimes 1=Seldom 0=Never

Please add your comments (both positive and negative) in the spaces indicated.

Please complete and return this survey to: _____

Due date: _____

PERSONAL SATISFACTION

- ____ 1. Do you enjoy being a Lion?
- ____ 2. Are you encouraged to set personal goals?
- ____ 3. Are you challenged to try new things?
- ____ 4. Are you given the opportunity to gain leadership skills?
- ____ 5. Do you enjoy club meetings?
- ____ 6. Do you enjoy your club's fundraising activities?
- ____ 7. Do you enjoy your club's community service projects?
- ____ 8. Have you been given responsibility for activities?
- ____ 9. Have you been given responsibility in a club committee?
- ____ 10. Are you informed about all aspects of your club?
- ____ 11. Do you feel like an important part of your club?
- ____ 12. Are you encouraged to participate in international, district and zone functions?
- ____ 13. Are you encouraged to visit other clubs?

Areas where our club excels (please comment): _____

Areas that need attention (please comment): _____

Additional comments: _____

Thank you for taking the time to complete this survey. Your input is extremely important to our club.

SAMPLE OF HOW ONE CLUB MAY USE THE DATA FROM THE SURVEY

DISTRICT LIONS CLUB MEMBERSHIP SURVEY

QUESTIONS ON SURVEY		SHEET TALLY					SCORE					OVERALL		
		0	1	2	3	4	0	1	2	3	4	TOTAL	AVE SCORE	SCORE
1	Do you like being a Lion?				2	13	0	0	0	6	52	58	3,9	96,7%
2	Are you encouraged to set personal goals?	3		6	1	5	0	0	12	3	20	35	2,3	58,3%
3	Are you challenged to try new things?	2	2	2	7	2	0	2	4	21	8	35	2,3	58,3%
4	Are you given the opportunity to gain leadership skills?		2	2	4	7	0	2	4	12	28	46	3,1	76,7%
5	Do you enjoy club meetings?		1	4	1	9	0	1	8	3	36	48	3,2	80,0%
6	Do you enjoy your club's fundraising activities?			2	5	8	0	0	4	15	32	51	3,4	85,0%
7	Do you enjoy your club's community service projects?	1		1	6	7	0	0	2	18	28	48	3,2	80,0%
8	Have you been given responsibility for activites?	1		2	6	6	0	0	4	18	24	46	3,1	76,7%
9	Have you been given responsibility in a club committee?			1	6	8	0	0	2	18	32	52	3,5	86,7%
10	Are you informed about all aspects of your club?	1		2	2	10	0	0	4	6	40	50	3,3	83,3%
11	Do you feel like an important part of your club?	2	1	2	5	5	0	1	4	15	20	40	2,7	66,7%
12	Are you encouraged to participate in international, district and zone functions?	1	2	1	4	7	0	2	2	12	28	44	2,9	73,3%
13	Are you encouraged to visit other clubs?		1	3	6	5	0	1	6	18	20	45	3,0	75,0%

Instructions to use recap sheet: I used the first question on line 6 for example

- 1) enter number of members responding to each questions score (eg . 2 members rated 3 and 13 rated 4 }
- 2) the score calculates automatically (multiplies members X score)
3. Overall a) the total is from total of members X score given
 b) the ave score is total calculated / number of members responding - in this case we had 15 respond
 c) the score calculates by multiplying the ave. score X 4 which is the highest score available

You only need to add up how many members scored 0 to 4 for each question and enter it in the sheet tally section.

You will need to update the number of members that replied in the average score calculation (replace my 15 with your number)

The rest all calculates - the yellow highlight was manual where our score was below 70% - you can pick whatever you want as opportunity level.

(Prepared by Lion Chris Huskins - Hagersville District Lions Club)