

FIX IT FAST!!!!*

Retention Challenge—Lengthy/boring meetings are the number one reason former members cite for dropping out of their Lions club.

FOCUS ON MEETINGS

Think Positively—When considering any changes to your club, keep a positive attitude. Your club might be steeped in tradition and used to doing things a certain way, but that doesn't mean you shouldn't try something new. Today's "experiment" could be tomorrow's new tradition.

Newsworthy Newsletters and Web Sites—Make your club's newsletter and Web site a valuable source of information for all members. Use these devices to reinforce items mentioned during meetings. Or more importantly, to communicate details of agenda items that would slow your meetings down. Let members know that your newsletter and Web site are important sources of club news and encourage use.

Try Trimming Time—Do you feel that your agenda is as lean as it can be, but your meetings are still running long? Examine the content of your agenda items and try trimming just a little time from a few items. Those small time adjustments will add up. Communicate your shortening of agenda items to all affected. So they can plan accordingly.

Programs in a Pinch—Have a few programs ready that can be put on quickly and easily in the event of a last minute cancellation. Use this time to brainstorm ideas for other programs, new fundraisers, and/or service projects.

Use Your Gavel—Do you use your gavel, or are you intimidated to call order with it? Using your gavel is one of the quickest, easiest ways to get the attention of your members and allow you to get your meeting back on track.

Mix It Up—Keep your club meetings fresh by trying something new every once in awhile. Consider having people change where they sit every few meetings to encourage camaraderie with new people, add a new quick agenda item to boost morale (such as suggestion of the month or recognizing a member who went beyond the call of duty) or change the order of your agenda items (make sure everyone involved know if you do this so they will be prepared).

Plan a Program on Member Retention—What better way to demonstrate how important membership retention is than by planning a program about the subject? Tell members what improvements you are making in the club to keep them interested and involved.

***PRC-3 For More Information:** Contact the Extension and Membership Division
(630) 571-5466, ext. 355 e-mail retention@lionsclubs.org

Club Meeting Questionnaire

Please help us evaluate the quality of our club meetings by taking a few minutes to complete this survey. Your input is important to our club. Use the 1-5 rating values below. Please return survey to:

_____ by _____

Always: 5 Often: 4 Sometimes: 3 Seldom: 2 Never: 1

Please use the space underneath each question to add comments. If necessary, use the back of this sheet for additional comments.

1) Our meetings start on time. _____

2) Our meetings follow a regular agenda. _____

3) Our club president keeps the meeting running efficiently. _____

4) Our meetings have agenda items that are unnecessary. _____

Please describe:

5) I like attending club meetings. _____

6) Our meeting format allows everyone the opportunity to participate

and communicate. _____

7) Our meeting atmosphere is friendly. _____

8) New members and guests are greeted warmly. _____
+ made to feel welcome.

9) Guests are properly introduced. _____

10) Our meeting programs are varied. _____

11) I would like to see a presentation/program on _____

12) Our meeting programs are interesting. _____

13) Guests are given enough time to complete their presentation. _____

14) The tail twister is a fun addition to our meetings. _____

15) Various committees give progress reports. _____

16) Our club president has the ability to deal with difficult behavior and interruptions. _____

I believe these are our club meeting's strengths:

These are the primary areas I think need improvement:

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Retention Challenge—Research shows that 50% of our new members drop out within the first three years: Lengthy/boring meetings; Club cliques and politics; Lack of meaningful involvement.

FOCUS ON INVOLVEMENT

Share Your Enthusiasm—Attitude is infectious. How you feel about making positive changes to your club will affect how members respond. Be upbeat and enthusiastic—your members will be motivated to support your efforts.

Retention is a Team Activity—Explain the importance of your retention campaign plans to club officers and committee chairpersons. Make sure they understand they share the responsibility for involving members in all aspects of the club.

Have an Informal Gathering—Invite new members to meet with club officers in a casual, non-club setting. This will help them become acquainted informally with the leadership team where they can ask questions.

Share Praise Freely—Important to all members, and especially new members, is positive reinforcement for a job done well. Often, simple acknowledgements are best—a special thank you during a club or committee meeting, a personal note of thanks, a word of encouragement. Consider creating a “Kudos” column in your newsletter or Web site to list those members who have done their jobs well, made great suggestions, or gone above and beyond the call of duty.

Emphasize Social Involvement—You want to involve members in your club socially as well as through activities. Socialize with members during and outside of meetings. Share happy occasions—birthdays, anniversaries, a special achievement or the achievement of a spouse or child. The club newsletter and Web site are great places to list these special occasions.

Communicate Constantly—Open communication is vitally important to the success of your club. It creates a comfortable, productive environment that will motivate members to do their best. Encouraging input from members and using your club meetings, newsletter and Web site to communicate club happenings will help you with this task.

Plan a Summit—Including members in your retention campaign plans is an excellent way to involve them in your club. Consider a membership and retention summit. During the summit, review your club’s recruitment and retention strategies, look at your club’s strengths and weaknesses, brainstorm new ideas and develop an implementation plan. You could also hold summits on specific retention challenges.

***PRC-5 For More Information:** Contact the Extension and Membership Division
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Club Involvement Questionnaire

Please help us evaluate the quality of club involvement by taking a few minutes to complete this survey. Your input is important to our club. Use the 1-5 rating values below. Please return survey to _____ by _____.

Always: 5 Often: 4 Sometimes: 3 Seldom: 2 Never: 1

Please use the space underneath each question to add comments. If necessary, use the back of this sheet for additional comments.

1) I feel involved in my club's activities. _____

2) I enjoy my Lions club. _____

3) The committees on which I serve are well suited to me. _____

4) New members are warmly welcomed into my club. _____

5) New members become involved in activities immediately. _____

6) Members are encouraged to become involved in activities that interest them. _____

7) Members are encouraged to try new activities/responsibilities. _____

8) My input during committee meetings is valued. _____

9) My input during club meetings is valued. _____

10) Club leadership knows my skills and interests. _____

11) The activities I am involved with are meaningful to me. _____

13) I feel I have too many club responsibilities. _____

14) I became a Lion because: _____

15) My personal goals for becoming a Lion are being met. _____

I believe these are our club's strengths: _____

These are the primary areas I think need improvement: _____

I would like to make the following suggestions: _____

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Retention Challenge—One of the retention issues clubs are struggling to overcome has been working together effectively. Clubs that are unable to bridge differences and unite for a common goal will create dissatisfied members.

FOCUS ON WORKING TOGETHER

Share Your Enthusiasm—Attitude is infectious. Be upbeat, and enthusiastic about making positive changes in your club. Your members will be motivated to support your efforts.

Club Evaluation—Evaluating the club status can be a very useful tool to check members' attitude. Your club members' involvement in this process does not have to stop with the evaluation. Report your findings and the changes you will make to improve your club. Enlist member enthusiasm and support. This is a great way to make club members feel valued and involved.

Set the Tone—Club leadership has an enormous impact on the atmosphere of the club. Making it clear that all members are to be accepted and respected as essential parts of the club, and setting a welcoming, tolerant atmosphere will go a long way in bridging potential gaps.

Member of the Meeting—This solution to team building works well for smaller clubs, committee meetings or board of director meetings. Randomly draw one person's name and that person becomes your "Member of the Meeting." The other members state one thing they appreciate about the member being recognized, and no one can repeat what another person said. It is a simple way to make a member feel special, and stimulate others to think about what they admire in this person.

Communicate Constantly—Managing conflict is essential to creating a comfortable, productive environment that will motivate members to do their best. Encourage input from all members; listen and respond to suggestions in a positive way.

A Special Note—It is vital that your club members' attitude toward the introduction of new members be positive. If new members enter the club and they feel unwelcome, they are likely to drop out and relate their negative experience in your club to others.

Do not let a fear of change jeopardize the potential of your club to reach more people in need. With the increased emphasis being placed on recruiting more new members, you may notice the composition of your club changing rapidly over the next few years. As one example, women are an amazing resource for service club organizations to accept women as members, we have the duty to support them in their efforts as Lions club members.

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Working Together Effectively Questionnaire

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Always: 5 Often: 4 Sometimes: 3 Seldom: 2 Never: 1

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- 1) Our club has common goals. _____
- 2) Our club works together harmoniously to reach those goals. _____
- 3) Club leadership has effectively communicated the club's goals to members. _____
- 4) Our club warmly welcomes all members into our club. _____
- 5) The women and men in our club get along well. _____
- 6) The older members and younger members get along well. _____
- 7) Members of different cultures get along well. _____
- 8) All members in our club are treated with respect. _____

9) The input of all members is encouraged and valued. _____

10) Club officers communicate with members effectively. _____

11) New ideas are encouraged. _____

12) There is friction between club members. _____

13) Friction between club members causes our club to be unproductive. _____

14) There are people in my club that make me feel uncomfortable. _____

15) Our club has a diverse membership. _____

16) A diverse membership is one of the great things about Lions. _____

I believe these are our club strengths:

These are the primary areas I think need improvement:

I would like to make some suggestions, use back...

Retention Challenge—Research shows that 50% of our new members drop out within the first three years: Lengthy/boring meetings; Club cliques and politics; Lack of meaningful involvement.

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These are the primary areas I think need improvement: _____

I would like to make the following suggestions: _____

Membership Development and Retention Member Exit Interview

Fellow Lion,

The following questionnaire is designed to give an overall picture of what you felt were some of the reasons that made you decide to leave your Lions Club. The information gathered from this questionnaire will help with an overall evaluation of your club.

NAME: _____

Address: _____

Phone: _____

Club: _____

Date
Joined: _____

Sponsor: _____

Your reason for leaving was:

Resigned, in good standing.

Transferred.

_____ Dropped, non-payment of dues.

_____ Dropped, non-attendance

_____ Moved, non-payment of dues

_____ Other.

Your Leaving was due to:
(May be more than one reason)

_____ Did not feel part of the group.

_____ Unclear about what Lions were before joining.

_____ If cost too much to be a member.

_____ The meeting place was poor.

_____ The meeting time was not convenient.

_____ Too much alcohol used by members.

_____ Disorganized or lack of leadership.

_____ Your contributions were ignored.

_____ Cliques behavior among members.

_____ Philosophical differences.

_____ Too many work activities.

_____ Members resisting change.

_____ Lack of time on my part.

_____ Spent too much time away from my family on club projects.

_____ Not enough social events.

_____ Improper (foul) language at meetings.

_____ My spouse was not supportive.

_____ Poor communications between members.

Any other reasons: _____

If you are transferring because of your job, will you be joining a Lions Club at your new location? _____

If not, why? _____

How long were you in non-attending status? _____

Did any club member/officer contact you about your non-attendance? _____

Was this contact made in person or by mail? _____

If you were dropped for non-payment of dues, was help offered to you from the club? _____

If you resigned in good standing, what was your main reason? _____

What is your overall feeling about your club? _____

Club Evaluation

Is club membership increasing or decreasing ?

What about attendance at club meetings ?

Are community service activities as strong as they could be ?

Does the community know what services your club provides ?

Do the residents of your community know how to contact your club for services ?

Are fund raising efforts higher or lower than before ?

Is the financial situation of your club in good order ?

Are the members getting along ?

Are the meetings interesting and friendly ?

Are new members coming aboard on a regular basis ?

Do new members feel like a part of the club from the beginning ?

What percent of new members drop out after the first year ?

What percent drop before the first year ?

Are new member initiations strong and memorable ?

Do club members enjoy involvement and participate in zone , region, district and state acti

Member comments:
