

## **Revitalizing Our Clubs and Minimizing Dropped Members**

There are four main reasons why members leave this great organization of ours; lengthy/boring meetings, club cliques and politics, lack of meaningful involvement and the inability to work together effectively.

Lions Clubs International has some tools available that can assist you to revitalize our clubs to minimize the loss of club members. They include:

The [New Member Satisfaction Survey](#) provides feedback from new members with perhaps 6 to 12 months as a Lion. Their feedback provides a different point of view, demonstrates that you are interested in what new members think, and that you value their input.

The [Lions Year End Opinion](#) is a short survey that could be handed out and returned at the same meeting. The survey is available in Adobe Acrobat and Microsoft Word formats in case you wanted to adjust it to suit your own club.

The [Former Member Satisfaction Survey](#) provides feedback to club as to why a member leaves the club. If the problem can be corrected, that member may reconsider leaving and can it prevent other Lions from leaving for the same reasons.

The ["How Are Your Ratings" questionnaire](#) offers insight into the state of a club, showing its strengths and weaknesses. Little problems can be discovered before they become large problems and shows members that their participation and input is valued. Anonymity can encourage honest and frank feedback. The ["How Are Your Ratings" administrative guide](#) assists each club in making sense of their "How Are Your Ratings" questionnaire responses.

[Planning and Conducting a Club Retreat](#) allows all members to provide input and build unity, improves and establishes open and honest communication amongst club members, develops better relationships and a sense of accomplishment, and improves club atmosphere, operations, projects, membership, pride and increased involvement. It allows members to reach agreement on club matters and shows members that their participation and input is valued and they become part of the solution.

The ["President's Retention Campaign"](#) program offers ideas to allow clubs to focus on club dynamics, membership involvement, improved meetings, and working together. It provides strategies for handling club cliques and politics, keeping members involved in club activities, keeping meetings on track, and membership cooperation.

The [Three-Person Membership Committee](#) strengthens a club's membership growth, retention and leadership activities by having a unified team oversee these critical functions. It also spreads the workload from one member to three members, allowing each member to focus on one task.

The [Lions Community Needs Assessment](#) provides feedback from community leaders as to what they see as an important need in the community. It provides greater relevance to the community and to club members. Clubs working on relevant community projects provides excellent public relations and greater community support.

**Additional ideas on club revitalization are listed on the other side of this page.**

## **Additional Ideas to Revitalize Our Clubs and Minimize Dropped Members**

Hold an **orientation session** to remind new and experienced Lions why they became Lions.

Great **public relations** of Lions events relevant to the community are an excellent method to reenergize members and recruit new members. **Maintaining high visibility on relevant community service projects** is an excellent PR tool.

Prepare a **transfer member form** if a Lion decides to leave your club and offer a list of Lions clubs with contact information in the area where they are moving.

**Communicate club events and activities** via the club bulletin, a distributed meeting agenda, and meeting minutes to all members so they are always aware of what is happening in the club.

Have a **telephone committee** to contact members in advance of club meetings or to members who have not attended a meeting in a while. It shows that you care.

It is a **sponsor's responsibility** to ensure that the member they sponsored is involved in club activities. A sponsor is a sponsor for life.

Hold one dinner meeting a month where no Lions business takes place. It allows for **socialization and networking** so members have an opportunity to get to know each other. Invite a guest speaker to provide for **education and entertainment**.

Participate in **club visitations** to other clubs. It promotes fellowship, it is fun and you can gain ideas on how other clubs do things.

Have an **active tail twister** to have fun and keep meetings lively.

**Recognize members** for the great things that they do. It can be **formal** with an award or gift or **informal** such as a thank you.

It is the **responsibility of every member** to ensure that other members are involved in club activities.

**Every Lions member is a volunteer.** Abide by the "Platinum Rule", treat people the way **THEY** want to be treated.

### **"MDA Lions Resource Centre" Website**

The "MDA Lions Resource Centre" website is available for your use. It's goal is to provide a "one-stop-shopping" website for Lions resources, ideas and tools in all aspects of Lionism, including recruiting new members, keeping the members we already have, revitalizing clubs, fundraising ideas and club operations. The MDA "Lions Resource Centre" website may be viewed by going to the MD"A" website at [www.mdalions.org](http://www.mdalions.org) and clicking on "MDA Lions Resource Centre" button.