

Lions Clubs



International



# Mediterranean Conference Membership Update

Ljubljana, Slovenia

March 23, 2013



# Membership has declined in 5 years



- Most countries in the European side have lost clubs and members
  - ✓ The region lost 8% of members since June of 2008

## Members

## Clubs

|       |                 | 2007/08 | 2011/12 | Gain/Loss | % Change |  |  | 2007/08 | 2011/12 | Gain/Loss | % Change |
|-------|-----------------|---------|---------|-----------|----------|--|--|---------|---------|-----------|----------|
| 103   | France          | 29,954  | 28,170  | -1,784    | -6%      |  |  | 1,245   | 1,234   | -11       | -1%      |
| 108   | Italy           | 49,961  | 46,012  | -3,949    | -8%      |  |  | 1,289   | 1,325   | 36        | 3%       |
| 116   | Spain           | 2,611   | 2,119   | -492      | -19%     |  |  | 102     | 93      | -9        | -9%      |
| 117   | Greece & Cyprus | 2,978   | 2,503   | -475      | -16%     |  |  | 102     | 90      | -12       | -12%     |
| 118   | Turkey          | 8,149   | 7,324   | -825      | -10%     |  |  | 354     | 320     | -34       | -10%     |
| 126   | Croatia         | 1,469   | 1,481   | 12        | 1%       |  |  | 58      | 67      | 9         | 16%      |
| 128   | Israel          | 901     | 885     | -16       | -2%      |  |  | 31      | 29      | -2        | -6%      |
| 129   | Slovenia        | 1,359   | 1,501   | 142       | 10%      |  |  | 46      | 55      | 9         | 20%      |
| UND   | Bosnia & Herz.  | 135     | 61      | -74       | -55%     |  |  | 5       | 3       | -2        | -40%     |
| UND   | Albania         | 115     | 41      | -74       | -64%     |  |  | 6       | 2       | -4        | -67%     |
| UND   | Cyprus          | 258     | 278     | 20        | 8%       |  |  | 10      | 9       | -1        | -10%     |
| Total |                 | 97,890  | 90,375  | -7,515    | -8%      |  |  | 3,248   | 3,227   | -21       | -1%      |

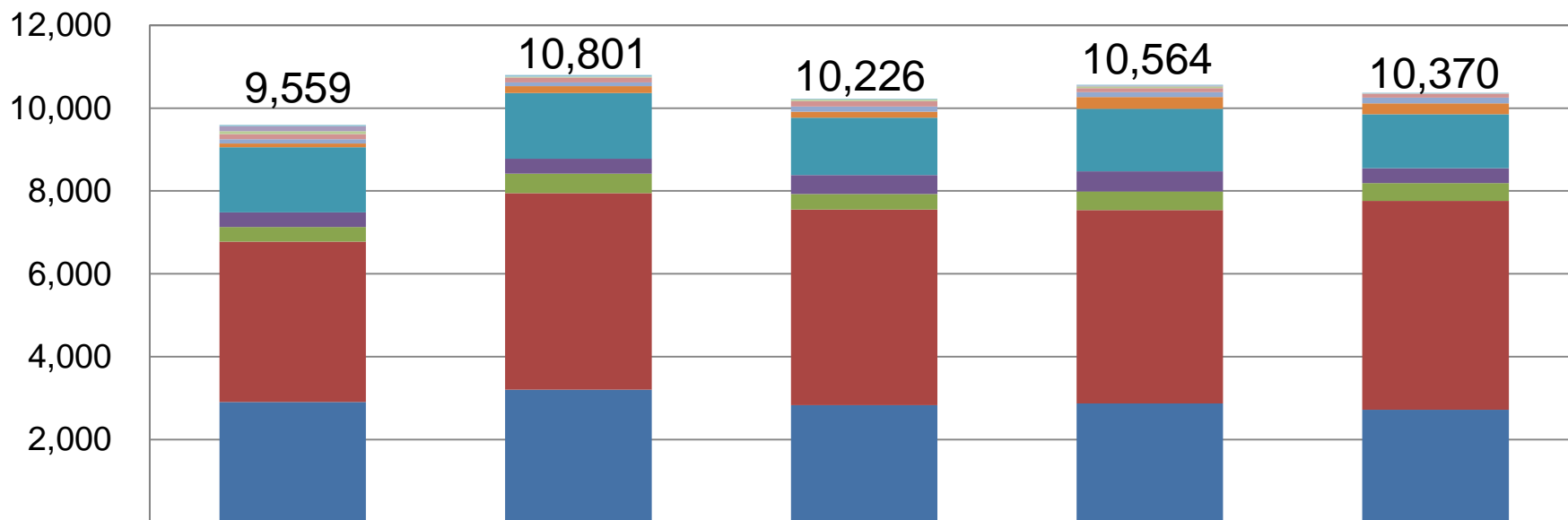
# Average club size has declined



- Clubs are losing members faster than they are inviting new members
  - ✓ The region lost 8% of members since June of 2008

|     |                 | 2007/08 | 2011/12 | Change |
|-----|-----------------|---------|---------|--------|
| 103 | France          | 24.1    | 22.8    | -1.2   |
| 108 | Italy           | 38.8    | 34.7    | -4.0   |
| 116 | Spain           | 25.6    | 22.8    | -2.8   |
| 117 | Greece & Cyprus | 29.2    | 27.8    | -1.4   |
| 118 | Turkey          | 23.0    | 22.9    | -0.1   |
| 126 | Croatia         | 25.3    | 22.1    | -3.2   |
| 128 | Israel          | 29.1    | 30.5    | 1.5    |
| 129 | Slovenia        | 29.5    | 27.3    | -2.3   |
| UND | Bosnia & Herz.  | 27.0    | 20.3    | -6.7   |
| UND | Albania         | 19.2    | 20.5    | 1.3    |
| UND | Cyprus          | 25.8    | 30.9    | 5.1    |
|     | Total           | 30.1    | 28.0    | -2.1   |

# We have lost more than 51,000 members in 5 years

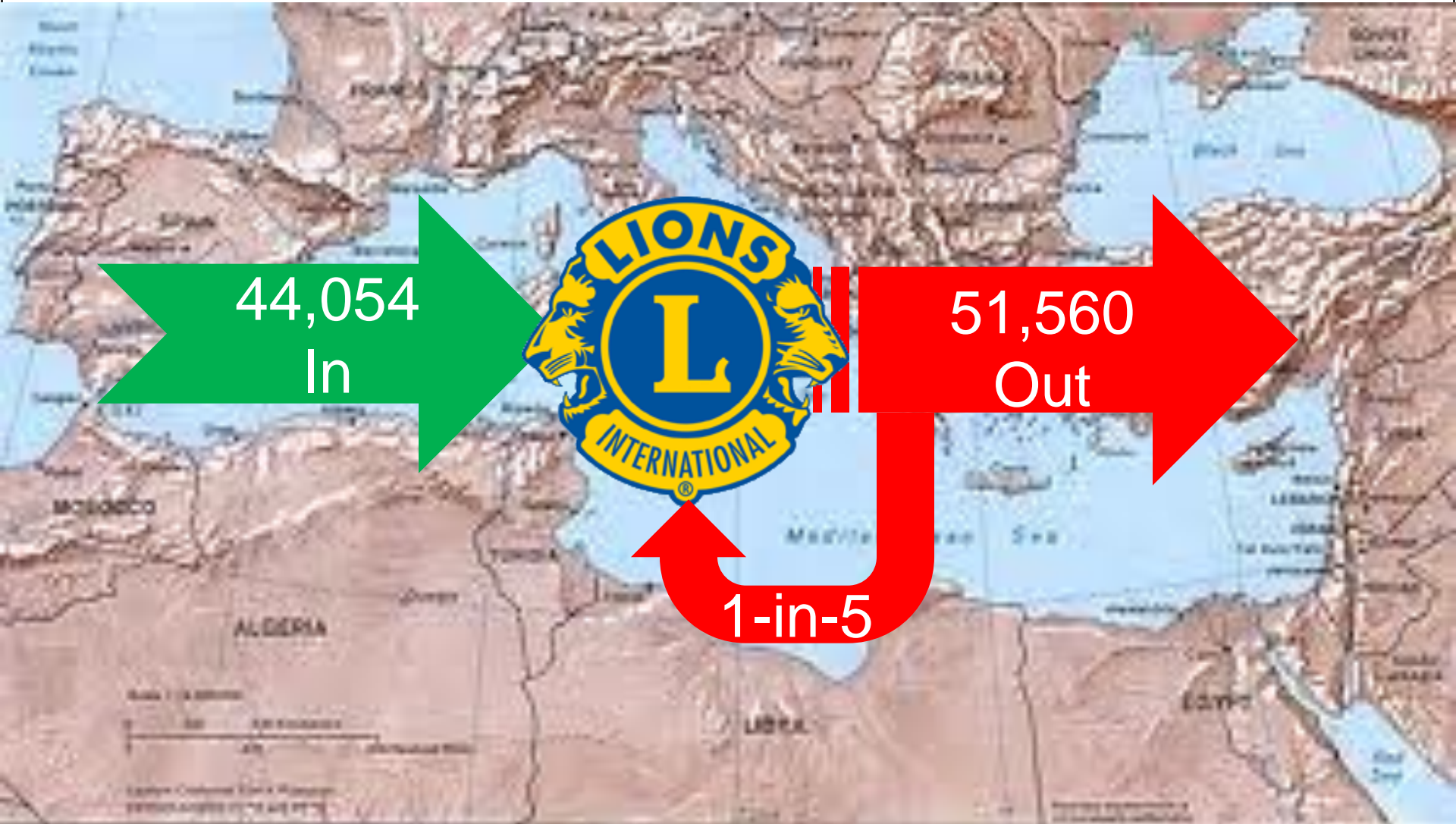


|          | 2008  | 2009  | 2010  | 2011  | 2012  |
|----------|-------|-------|-------|-------|-------|
| Cyprus   | 41    | 45    | 19    | 18    | 15    |
| Albania  | 115   | -     | -     | 20    | 2     |
| Bosnia   | 66    | 16    | 35    | 43    | 11    |
| Slovenia | 129   | 121   | 133   | 100   | 87    |
| Israel   | 99    | 88    | 124   | 112   | 143   |
| Croatia  | 93    | 166   | 144   | 285   | 257   |
| Turkey   | 1,572 | 1,589 | 1,388 | 1,512 | 1,305 |
| Greece   | 355   | 360   | 458   | 484   | 357   |
| Spain    | 350   | 468   | 371   | 453   | 429   |
| Italy    | 3,873 | 4,747 | 4,721 | 4,665 | 5,045 |
| France   | 2,906 | 3,201 | 2,833 | 2,872 | 2,719 |

We are losing faster than we are adding; but what if. . .



**In 5 years...**



# Just keeping 1-in-5 makes a big difference



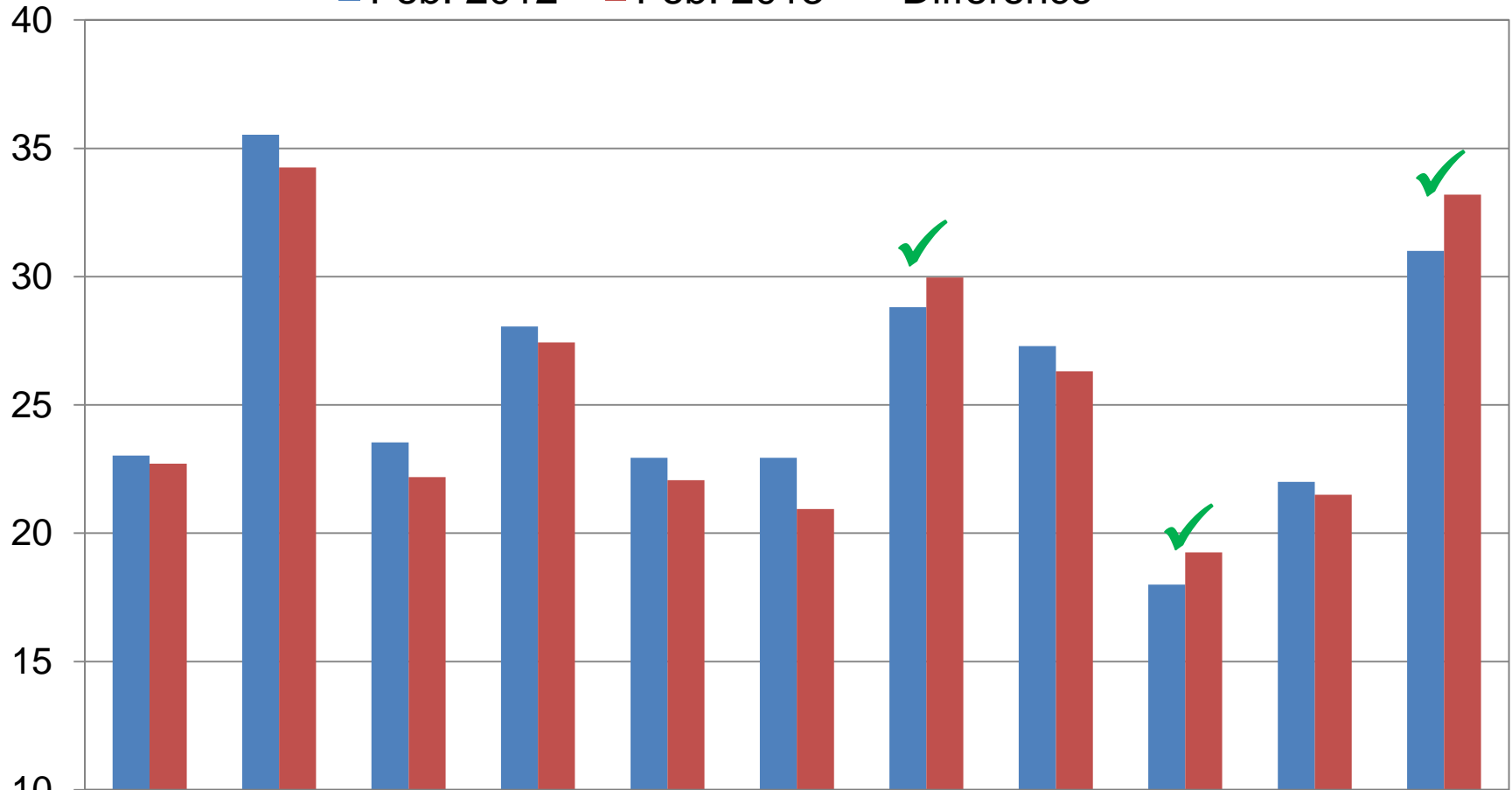
- With just 20% fewer drops, the region would have been a growth area

|                     | 2007/08       | 2011/12<br>With 1-in-5 | Difference   | Actual<br>Difference |
|---------------------|---------------|------------------------|--------------|----------------------|
| 103 France          | 29,954        | 31,076                 | 1,122        | -1,784               |
| 108 Italy           | 49,961        | 50,622                 | 661          | -3,949               |
| 116 Spain           | 2,611         | 2,533                  | -78          | -492                 |
| 117 Greece & Cyprus | 2,978         | 2,906                  | -72          | -475                 |
| 118 Turkey          | 8,149         | 8,797                  | 648          | -825                 |
| 126 Croatia         | 1,469         | 1,670                  | 201          | 12                   |
| 128 Israel          | 901           | 998                    | 97           | -16                  |
| 129 Slovenia        | 1,359         | 1,615                  | 256          | 142                  |
| UND Bosnia & Herz.  | 135           | 95                     | -40          | -74                  |
| UND Albania         | 115           | 68                     | -47          | -74                  |
| UND Cyprus          | 258           | 306                    | 48           | 20                   |
| <b>Total</b>        | <b>97,890</b> | <b>100,687</b>         | <b>2,797</b> | <b>-7,515</b>        |

# Average clubs size declined in 8 out of 11 countries



■ Feb. 2012 ■ Feb. 2013 Difference



|            | France | Italy | Spain | Greece | Turkey | Croatia | Israel | Sloven. | Bos & Herz | Albania | Cyprus |
|------------|--------|-------|-------|--------|--------|---------|--------|---------|------------|---------|--------|
| Feb. 2012  | 23.0   | 35.5  | 23.5  | 28.1   | 22.9   | 22.9    | 28.8   | 27.3    | 18.0       | 22.0    | 31.0   |
| Feb. 2013  | 22.7   | 34.3  | 22.2  | 27.4   | 22.1   | 20.9    | 30.0   | 26.3    | 19.3       | 21.5    | 33.2   |
| Difference | -0.3   | -1.3  | -1.4  | -0.6   | -0.9   | -2.0    | 1.2    | -1.0    | 1.3        | -0.5    | 2.2    |



# Year-to-date results



| MD                                   | Country              | Total Members | Charter | New    | Total Adds | Total Drops | Net Gain/Loss | Total Clubs | New Clubs | Cancelled Clubs |
|--------------------------------------|----------------------|---------------|---------|--------|------------|-------------|---------------|-------------|-----------|-----------------|
| <b>Feb. 2013 YTD</b>                 |                      |               |         |        |            |             |               |             |           |                 |
| 103                                  | France               | 27,844        | 187     | 989    | 1,431      | 1,757       | -326          | 1,226       | 8         | 16              |
| 108                                  | Italy                | 45,049        | 183     | 1,690  | 2,104      | 3,068       | -964          | 1,315       | 7         | 17              |
| 116                                  | Spain                | 2,019         | 34      | 98     | 158        | 258         | -100          | 91          | 1         | 4               |
| 117                                  | Greece & Cyprus      | 2,387         | 1       | 27     | 128        | 244         | -116          | 87          | 0         | 3               |
| 118                                  | Turkey               | 6,884         | 31      | 226    | 321        | 761         | -440          | 312         | 1         | 9               |
| 126                                  | Croatia              | 1,424         | 21      | 53     | 74         | 131         | -57           | 68          | 1         | 0               |
| 128                                  | Israel               | 929           | 38      | 43     | 109        | 66          | 43            | 31          | 1         | 1               |
| 129                                  | Slovenia             | 1,447         | 1       | 36     | 38         | 92          | -54           | 55          | 0         | 0               |
| UND                                  | Bosnia & Herzegovina | 77            | 22      | 0      | 22         | 2           | 20            | 4           | 1         | 0               |
| UND                                  | Albania              | 86            | 21      | 0      | 21         | 22          | -1            | 4           | 1         | 1               |
| UND                                  | Cyprus               | 332           | 35      | 8      | 45         | 39          | 6             | 10          | 1         | 1               |
| <b>Difference with Feb. 2012 YTD</b> |                      |               |         |        |            |             |               |             |           |                 |
| 103                                  | France               | ✗ -277        | ✓ 59    | ✓ 19   | ✓ 146      | ✗ 187       | ✗ -41         | ✓ 5         | ✓ 3       | ✓ -1            |
| 108                                  | Italy                | ✗ -1,786      | ✓ 82    | ✗ -77  | ✗ -82      | ✗ 289       | ✗ -371        | ✗ -3        | ✓ 3       | ✗ 8             |
| 116                                  | Spain                | ✗ -170        | ✓ 34    | ✗ -27  | ✓ 8        | ✗ 23        | ✗ -15         | ✗ -2        | ✓ 1       | ✗ 1             |
| 117                                  | Greece & Cyprus      | ✗ -138        | ✓ 1     | ✗ -63  | ✗ -77      | ✗ 60        | ✗ -137        | ✗ -3        | ! 0       | ✗ 3             |
| 118                                  | Turkey               | ✗ -388        | ✗ -253  | ✗ -394 | ✗ -685     | ✗ 163       | ✗ -848        | ✗ -5        | ✗ -7      | ! 0             |
| 126                                  | Croatia              | ✗ -113        | ✗ -6    | ✓ 18   | ✗ -8       | ✓ -19       | ✓ 11          | ✓ 1         | ! 0       | ✓ -4            |
| 128                                  | Israel               | ✓ 36          | ✓ 38    | ✓ 21   | ✓ 59       | ✓ -42       | ✓ 101         | ! 0         | ✓ 1       | ! 0             |
| 129                                  | Slovenia             | ✗ -54         | ✗ -48   | ✓ 8    | ✗ -42      | ✗ 43        | ✗ -85         | ! 0         | ✗ -2      | ! 0             |
| UND                                  | Bosnia & Herzegovina | ✓ 23          | ✓ 22    | ✗ -3   | ✓ 19       | ✓ -8        | ✓ 27          | ✓ 1         | ✓ 1       | ! 0             |
| UND                                  | Albania              | ✗ -2          | ✗ -27   | ! 0    | ✗ -27      | ✗ 21        | ✗ -48         | ! 0         | ✗ -1      | ✗ 1             |
| UND                                  | Cyprus               | ✓ 53          | ✓ 35    | ✓ 1    | ✓ 36       | ✗ 31        | ✓ 5           | ✓ 1         | ✓ 1       | ✗ 1             |

✓ Better than last year ✗ Worse than last year



# Year-to-date results summary



|          |   |
|----------|---|
| France   | <ul style="list-style-type: none"><li>• 60% increase in new clubs year-to-date with fewer club cancellations.</li><li>• More members joining; however, increased drops made results worse.</li></ul>  |
| Italy    | <ul style="list-style-type: none"><li>• Better extension result overshadowed by existing clubs inviting fewer members and increased drops and club cancellation. Club size dropped significantly.</li></ul>                                   |
| Spain    | <ul style="list-style-type: none"><li>• Clubs inviting fewer members and increased drops worsened results.</li></ul>  |
| Greece   | <ul style="list-style-type: none"><li>• The trend was net positive at this time last year; however, higher club cancellation and fewer new members resulted in net negative.</li></ul>  |
| Turkey   | <ul style="list-style-type: none"><li>• Last year's strong positive trend turned negative this year. Far fewer new clubs, plus 70% decline in new members joining existing clubs.</li></ul>   |
| Croatia  | <ul style="list-style-type: none"><li>• Slightly better trend than last year. No cancelled clubs and new members to existing clubs increased. However, retention in existing clubs have declined as average clubs size shrank by 2.</li></ul> |
| Israel   | <ul style="list-style-type: none"><li>• Dropped members increased but all other measures have improved. Turned around negative trend to positive. Average clubs size increased.</li></ul>   |
| Slovenia | <ul style="list-style-type: none"><li>• Last year's positive trend turned negative driven by fewer new clubs and increased drops.</li></ul>   |
| Bos/Herz | <ul style="list-style-type: none"><li>• Turned around negative trend to positive with a new club. Average clubs size increased. However, existing clubs have not invited any new members yet this year.</li></ul>                             |
| Albania  | <ul style="list-style-type: none"><li>• Last year's positive trend turned negative driven by fewer new clubs and a club being cancelled. Existing clubs have not invited any new members for two years in a row.</li></ul>                    |
| Cyprus   | <ul style="list-style-type: none"><li>• Positive membership trend with new clubs, fewer cancellation, and improved retention.</li></ul>   |

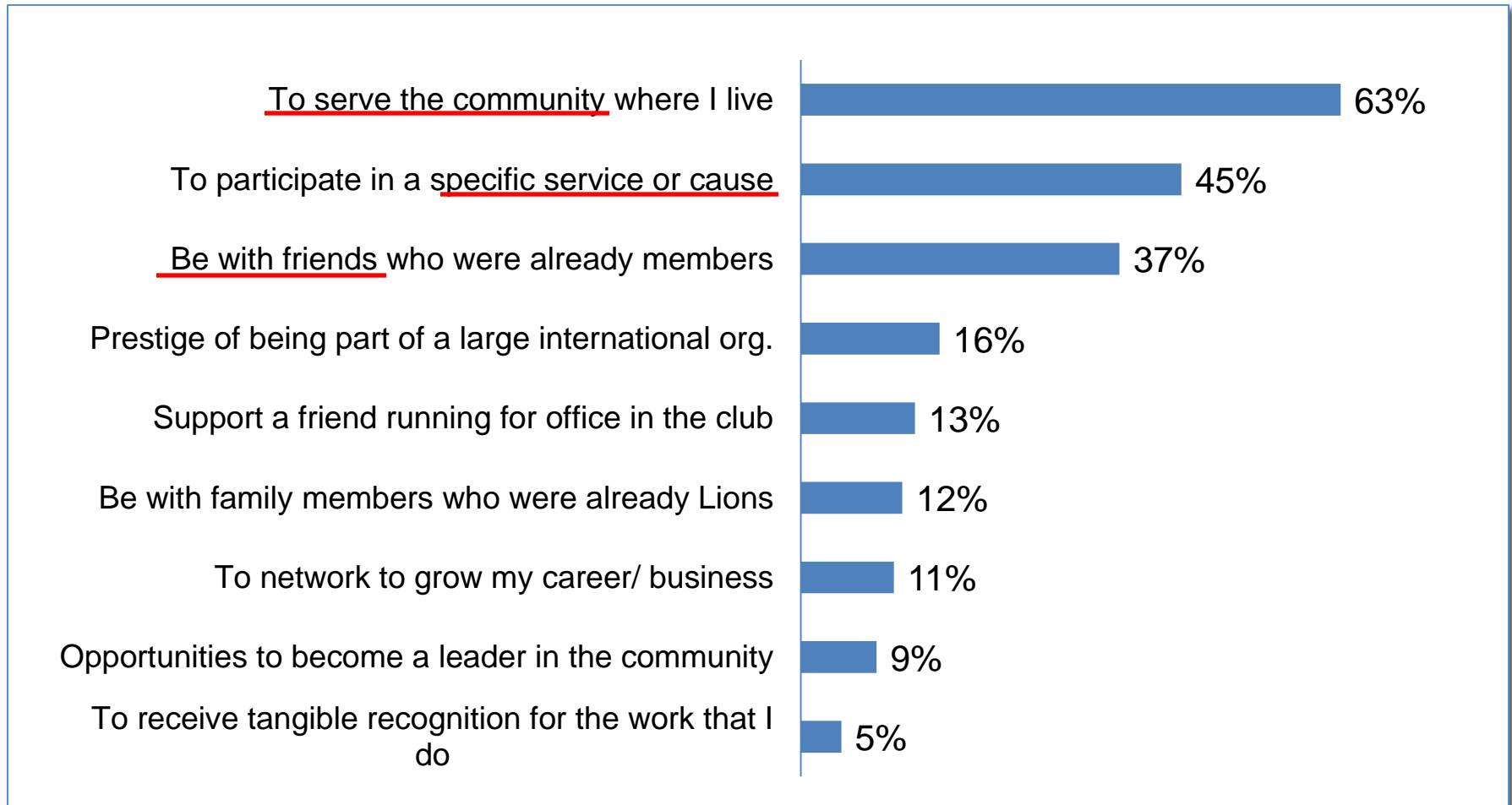


# Lessons from Project Refresh (global membership research)

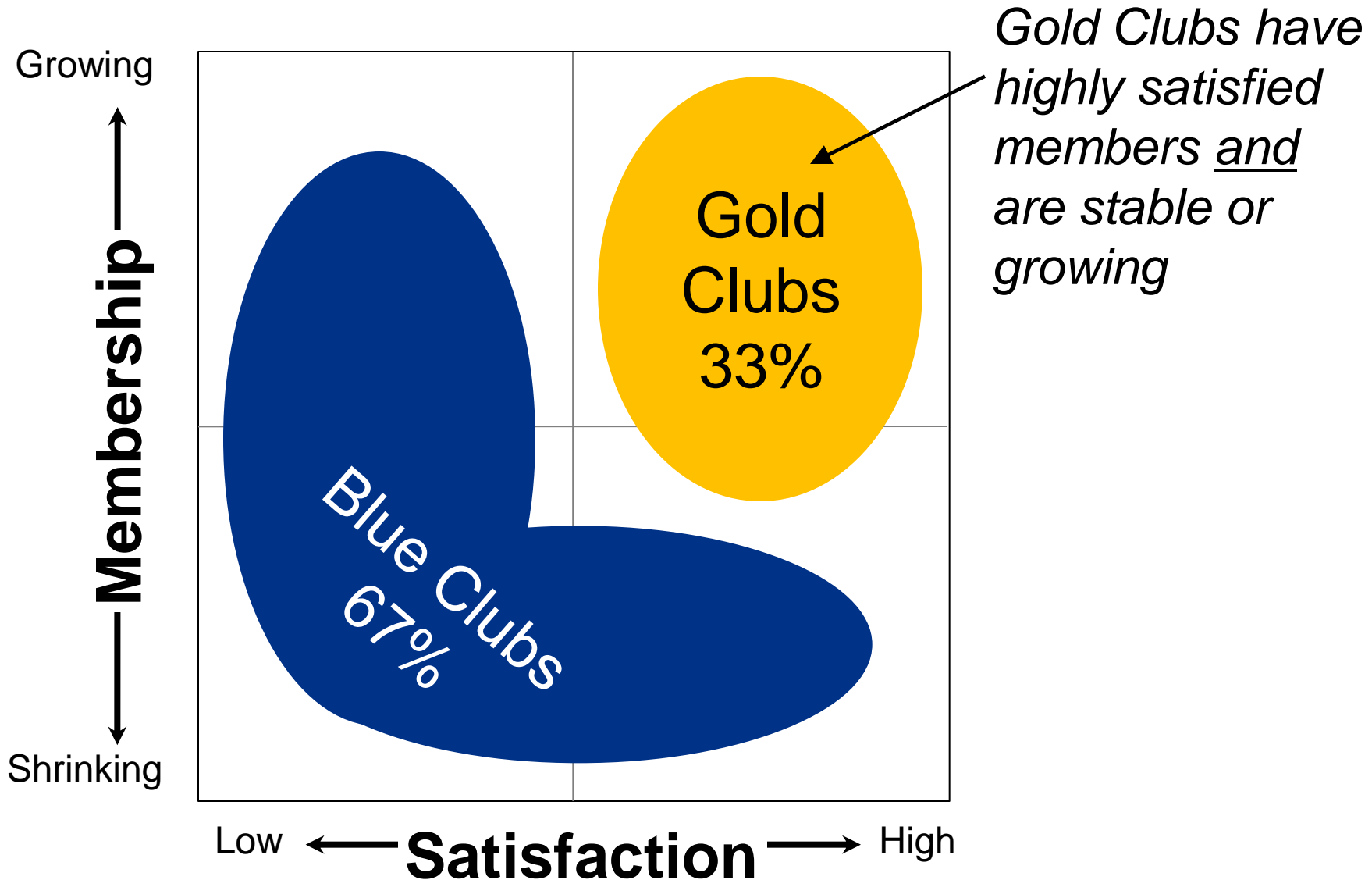
# Service the #1 reason why members joined in Europe



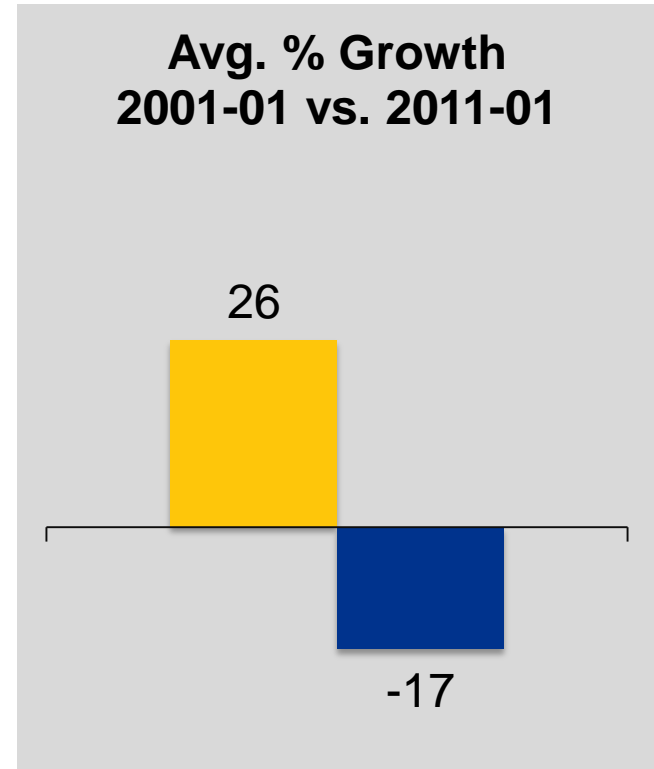
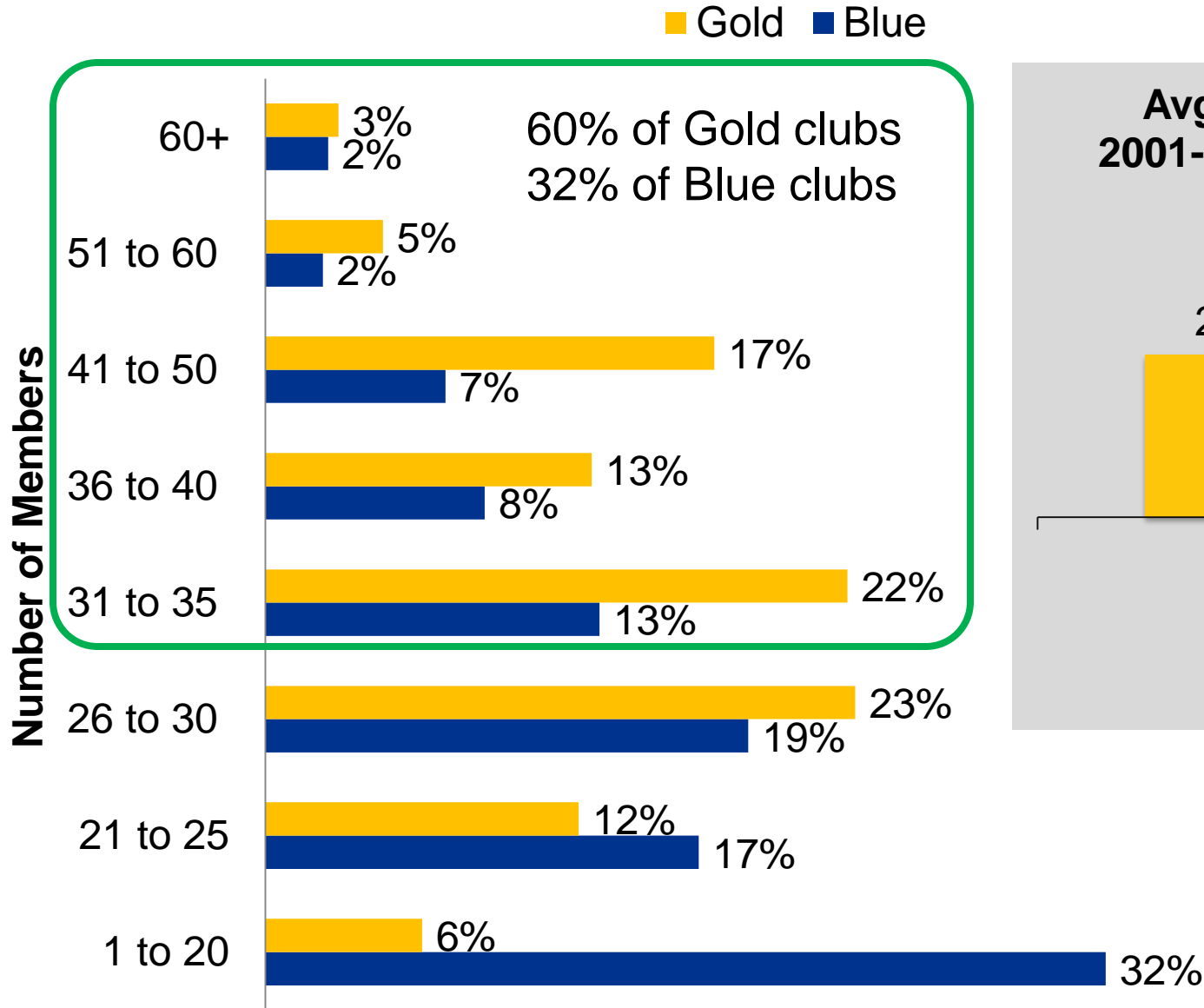
Q: How well do each of the following statements describe the reasons why you became a Lion? (% Scoring 5 or 6 out of 6)



# Classified clubs by satisfaction and member growth



# Gold clubs are much larger and growing

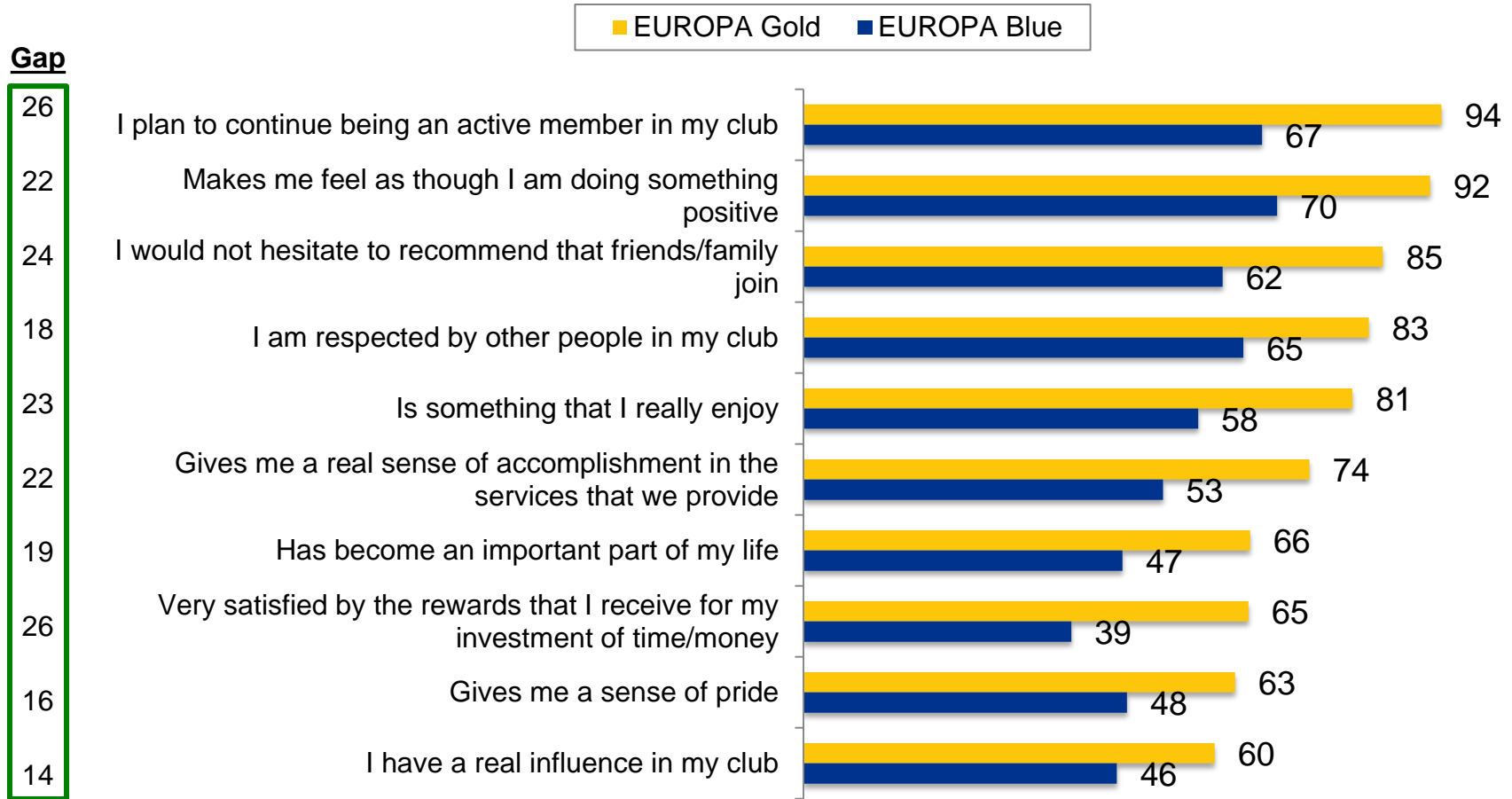


# Gold club members feel good that their club helps others



- This may influence their plans to continue as a Lion, their overall satisfaction/enjoyment, and willingness to recommend

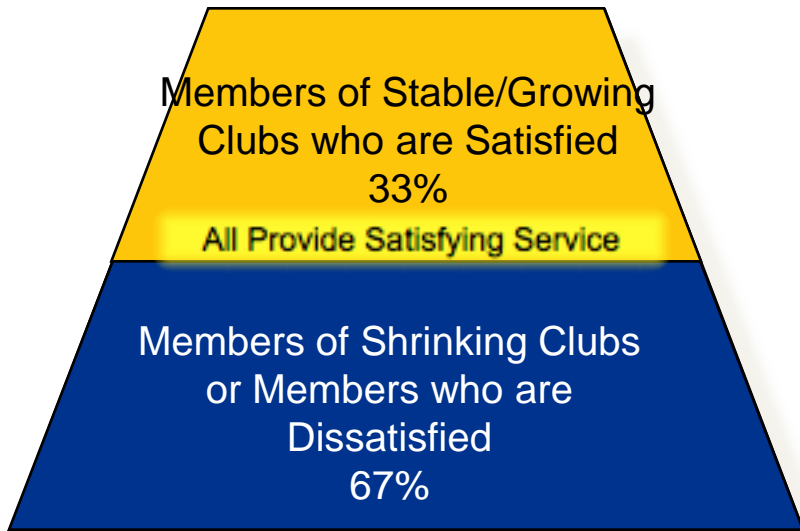
Q23. How much do you agree that the following statements describe how you feel about your Lions club? (% Scoring 5 or 6 out of 6)



# 6 behavioral and attitudinal segments



*Clustered by  
description of their  
club*



*Clustered by wishes  
and Frustrations*



## Gold Clubs

1. Family = 10%
2. Social = 13%
3. Philanthropic = 10%

## Blue Clubs

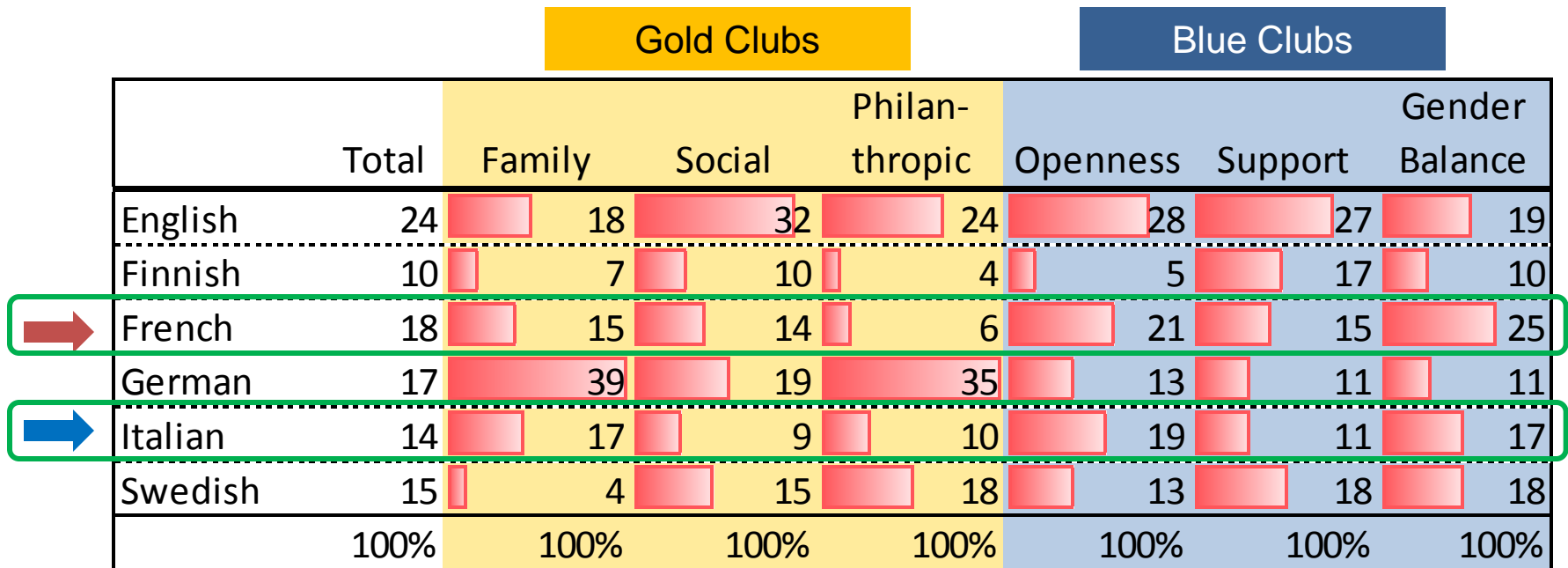
1. Want Openness = 17%
2. Want Support = 22%
3. Want Gender Balance = 29%



# Club type distribution by language type



- French-speaking area is high in Want Openness and Want Gender Balance types
- Italy is high in Family Gold clubs as well as Want Openness and Want Gender Balance



• Spanish and Portuguese excluded due to small sample size

# Where Blue Clubs are under-delivering



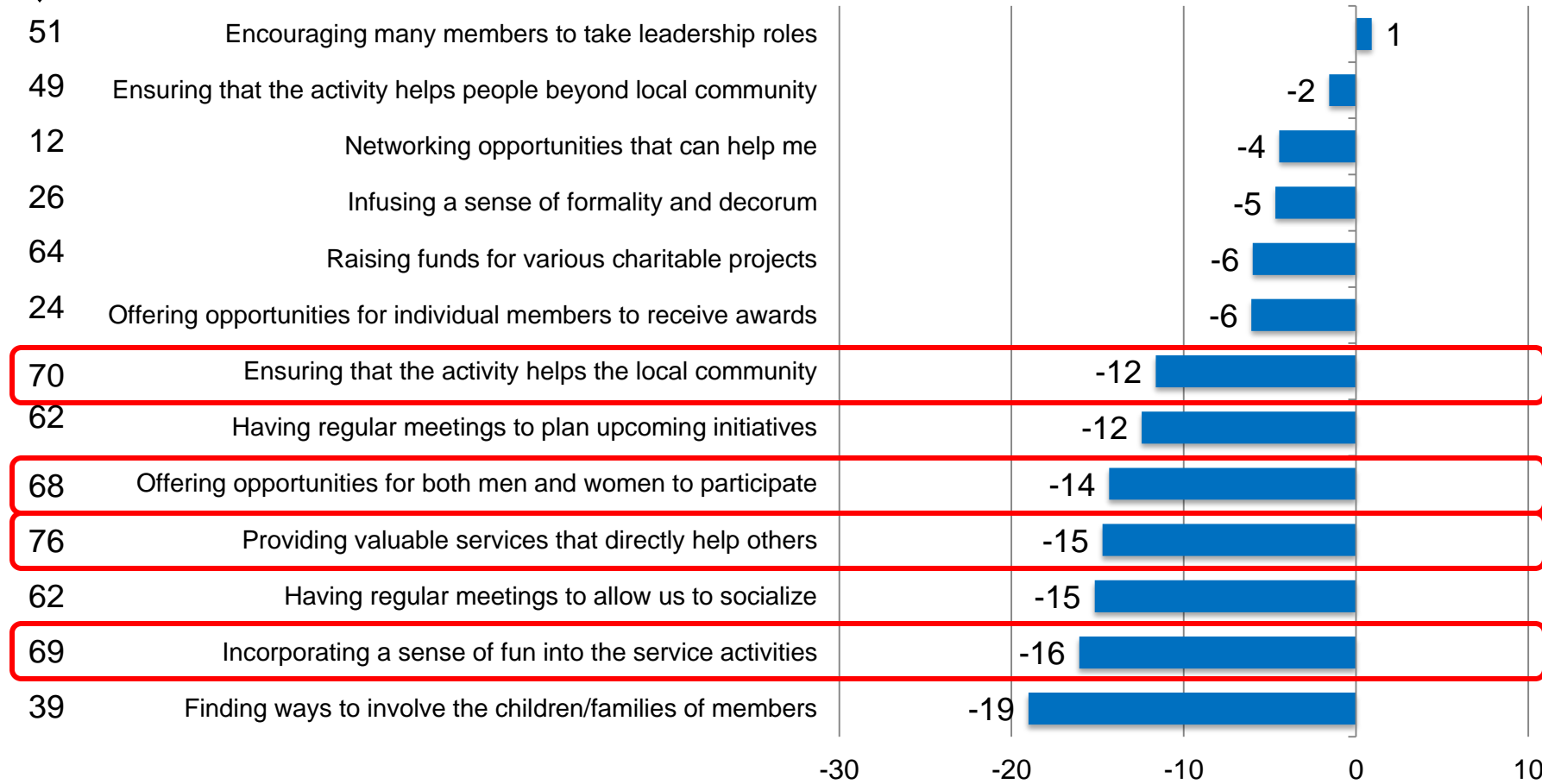
- European Blue clubs are under-delivering on many dimensions
- Service experience and lack of gender balance is most significant gaps

Q22. How well do the following statements describe your Lions club?

MINUS

Q10. When it comes to volunteer activities, how important to you are each of the following statements?

Importance



## 1. Focus on improving member satisfaction

- Learn from members
  - ✓ Encourage the use of “*How Are Your Ratings?*” survey
- Make service central to everything we do
  - ✓ Encourage the use of *Community Needs Assessment*
- Promote CEP as the way to synthesize member experience with improved service to community

## 2. Charter clubs at viable size

- Chartering at 25 or more



# Tools for club improvement

- Plan for success
- Resources
- Timing
- Club and District





## Level 1: Responsibility of Being a Lion

- New Member Orientation:  
Gain knowledge of Lions, your club, your district, your MD and LCI

## Level 2: Relationships

- Attend a club board meeting
- Take part in a club service or fund raising activity
- Introduce a prospective new member to the club
- Visit one other club
- Attend a zone, region, sub-district, or multiple district meeting or International Convention and report back to the club



## Level 1: Results

- Understand club activities & goals
- Understand your committee assignment
- Complete action/participation requirements

## Level 2: Replication

- Become the club president
- Obtain a Membership Key
- Conduct a New Member Orientation
- Participate in club extension



Appoint mentoring specialists



Identify and train mentors



Inform and approach all new Lions



Inform and approach rising/potential leaders  
(Lions Mentoring Program Flyer: MTR-16)

# Clubs should look inside and outside



## Internal Assessment

How Are Your Ratings?



## External Assessment

**Community  
Needs  
Assessment**

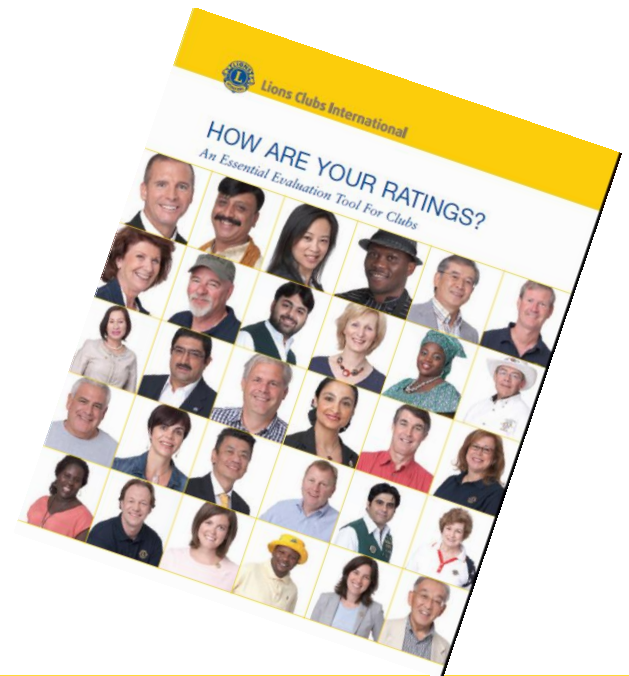


Opportunities for club improvement

# How Are Your Ratings?



- A survey for club members
  - Learn directly from members what is working and opportunities for improvements.
- Revision currently being planned
  - Reflect findings from Project Refresh
  - Make survey available online



- The goal is to find out:
  - What kinds of volunteer services your community needs.
  - Which projects and programs are important to the people in your area.
  - Whether your clubs' current service projects are still needed by the community.
  - If other organizations in your area are providing similar service
- Some possible people to reach out to:
  - School principals
  - Teachers
  - Library personnel
  - Environmental service workers
  - Park district coordinator
  - Police
  - Fire fighters
  - Hospital administrators
  - Doctors & nurses
  - School counselors
  - Social workers
  - Student leaders

# Clubs should look inside and outside



How Are Your Ratings?



Community  
Needs  
Assessment



Opportunities for club improvement

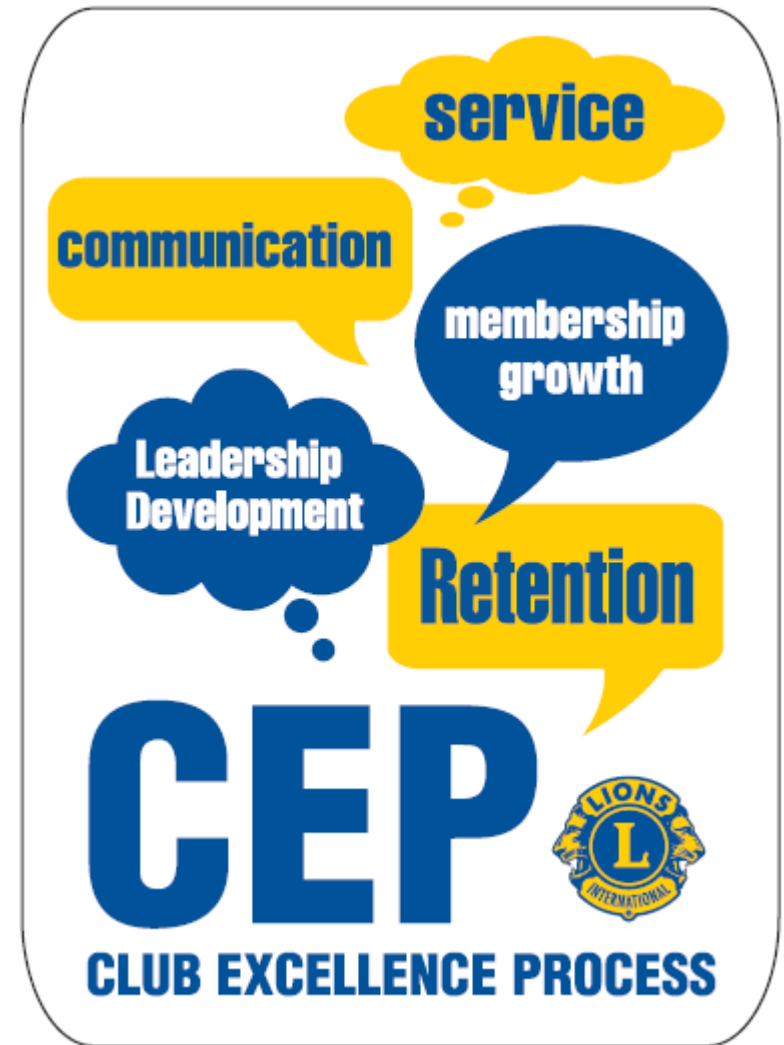


**CEP**   
CLUB EXCELLENCE PROCESS

# Club Excellence Process (CEP)



- For any club that wants to improve
- 1-page application
- A 4-step workshop
  1. Why are we here?
    - ✓ External assessment: *Community Needs Assessment*
  2. What makes an excellent club?
    - ✓ Internal assessment: *How Are Your Ratings?*
  3. How can we determine our needs?
  4. What can we do next? Action plan.
- Currently developing CEP 2.0 (Pro and Lite)





# Questions & Discussion

