
RETENTION

Club Retention Chairperson

How are Your Ratings?

President's Retention Campaign

Member Orientation

Lions Mentoring Program Resource

Excellence Award Initiative

Club Health Assessment

Club Rebuilding Award Initiative

CLUB RETENTION CHAIRPERSON RESOURCE

Program Summary:

Every Lions club should have a club retention chairperson. The main task of each retention chairperson is to aim for a positive membership experience for all members. The retention chairperson serves a three year term.

It is important that a club retention chair knows how to begin their job and how to work toward a positive experience for all members. The frequently asked questions below address these goals.

Frequently Asked Questions:

How does a club retention chairperson get started in his/her job? Each club retention chairperson should read the Club Retention Chairperson's Manual. The manual is an excellent tool to plan membership retention strategy. There are tips on organization, developing goals and creating an action plan to achieve the club's goals. In addition, there are retention tips and techniques.

What is a retention plan? A retention plan is document unique to your club that details how to work toward a positive experience for all members. We suggest that your club's retention plan focus on two things:

- the basics of the membership experience (induction and orientation) and on
- addressing challenges that the club is having.

A retention chairperson should work with club members to develop a retention plan. You will find a sample retention plan and a form that you can customize in the Club Retention Chair Guide. Find the Club Retention Chair Manual by typing "PRC-7" into the search box located at the top right hand corner of the LCI Web site.

What are the basics of "the membership experience"? Every new Lion should experience an official induction into the club and be provided with a formal orientation. Retention chairpersons may wish to work with club membership chairperson to plan these events. Sponsors of new Lions can also ensure that the Lions have positive membership experiences. Read more about induction by typing "ME-22" into the search box located at the top right-hand corner of the LCI Web site, www.lionsclubs.org. Read more about providing an orientation by typing "member orientation" into the search box located at the top right-hand corner of the LCI Web site, www.lionsclubs.org.

How does an officer in my club know what challenges the club is having? The "How Are Your Ratings?" publications are ideal tools to determine how members feel about their club. Using the questionnaire and administrative guide will assist club officers in determining the areas that require immediate attention. It is also important to let your members know the positive aspects of the club that were revealed through the survey. Acknowledging the positives gives the members the spirit to improve in other areas!

Once the club officers know the challenges, how can my club find solutions? The "Focus On" series from the President's Retention Campaign will assist the club with many of the challenges. The booklets contain "quick fixes" and other techniques to help club officers achieve their goal. Review publications PRC 2 through PRC 5 for more details. The Club Retention Chairperson Manual also has proven suggestions.

"The Basics of Membership Experience" Materials

ME 22	New Member Induction Ceremonies
ME 21	Sponsorship is an Important Responsibility
ME 13	Orientation Guide

CLUB RETENTION CHAIRPERSON RESOURCE

“Knowing and Addressing Challenges” Materials

PRC 7	Club Retention Chairperson Guide
PRC 1	President’s Retention Campaign Fact Sheet
PRC 2-5	The “Focus On” series addressing the main reason members leave
ME 13	Orientation Guide
ME 15 &15B	How Are Your Ratings?
ME 21	Sponsorship is an Important Responsibility
ME 22	New Member Induction Ceremonies

Important Dates:

August 1: *report appointment of club retention chairperson to LCI*

Throughout the year: *Work toward a positive experience for all members. Ensure that each member has been properly inducted and has been provided a formal orientation. Know what challenges and strengthens your club has and address them.*

LCI Contact:

Membership Operations Department
memberops@lionsclubs.org
630-468-6857

HOW ARE YOUR RATINGS?

Program Summary:

The *How Are Your Ratings?* exercise gives the club an insight into their strengths and weaknesses. It allows for discovery of little problems and corrects them before they become big ones. That can require more time, attention and resources.

Frequently Asked Questions:

Who should be involved in conducting *How Are Your Ratings?* While having leaders assess the club's status works very well, involving members is an excellent idea. Enlist the help of several members whose opinions you trust, or even your entire membership to take part in the evaluation process.

Why should a club use the *How Are Your Rating?* process?

A club evaluation is conducted in order to help the club and club members grow and develop. Encourage honest feedback. The best way to do this is to conduct your evaluation anonymously. People are more likely to tell you how they really feel if they are allowed to do so anonymously.

How do I conduct an evaluation?

The *How Are Your Ratings? Administrative Guide* gives you step-by-step assistance and ideas on how to conduct the evaluation, review the feedback, present the results to the club and finally, create an action plan on how to improve short-falls.

Materials Available:

ME-15 *How Are Your Ratings? Administrative Guide*
ME-15B *How Are Your Ratings? Questionnaire*

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PRESIDENT'S RETENTION CAMPAIGN RESOURCE

Program Summary:

Recruiting new members is important for ensuring the health of a Lions club. However, identifying prospects, inviting them to join and inducting them into a club are only the beginning. For the long-term vitality of a club, Lions must also focus on retaining members. Statistics show that 50% of new members drop out of Lions within the first three years. That's an astounding number. The good news is that the reasons why members resign are known. Research has shown there are a few primary reasons. Understanding these reasons and knowing effective methods for preventing these drops can help a club retain the members it worked so hard to recruit. That's why the President's Retention Campaign was created – to squarely address retention challenges and offer smart strategies and solutions.

Frequently Asked Questions:

Why do members leave clubs? Research indicates members leave for the following reasons:

1. Lengthy/boring meetings
2. Club politics/cliques
3. Lack of involvement
4. Lack of cooperation and not working together

Politics in the club is running rampant. What materials are available? Review *the Focus on Club Dynamics – Smart Strategies for Handling Cliques and Politics* (PRC 4) brochure. This comprehensive booklet will recommend several methods to handle this type of problem.

How does a club begin to improve its retention rate? Begin by using the *How Are Your Ratings?* questionnaire. This publication is designed to help you receive feedback from your members as well as identify your club's strengths and weaknesses.

Materials Available:

PRC 1	<i>President's Retention Campaign Fact Sheet</i>
PRC 2	<i>Focus on Working Together</i>
PRC 3	<i>Focus on Length/Boring Meetings</i>
PRC 4	<i>Focus on Club Dynamics</i>
PRC 5	<i>Focus on Involvement</i>
ME 15 and 15B	<i>How Are Your Ratings?</i>
PRC-7	<i>Club Retention Chairperson Manual</i>
YRG 15	<i>Year-Round Growth Fact Sheet</i>
ME 40	<i>Lions Make A Difference</i>
ME 33	<i>Lions Pocket Card-Objects & Code of Ethics</i>
ME 37	<i>I am A Lion</i>
ME 6B	<i>Invitation/Application Form</i>
ME 44	<i>Club Membership Chairperson Manual</i>

LCI Contact:

Membership Operations Department:

memberops@lionsclubs.org

630-468-6857

MEMBER ORIENTATION RESOURCE

Program Summary:

The importance of a proper, thorough new member orientation cannot be emphasized enough. Imagine belonging to an organization and having only a vague idea of its goals, the responsibilities of membership, its programs, history or traditions. Would you feel like you belonged? Would you be motivated and committed to help the organization reach its goals? Of course not! You'd likely be wondering why you joined the organization at all.

The information provided during orientation provides a foundation for members. It helps them understand how the club functions, what their role will be and also gives them the big picture of the association. When new members are properly informed, they are more likely to feel comfortable with the club and become actively involved in club activities right away. A properly instructed member is also one who is most likely to remain in Lions through the years.

Consider inviting your seasoned members to attend new member orientation as a refresher. It can help renew their enthusiasm.

Frequently Asked Questions:

What makes orientation effective?

Successful orientations do more than simply impart information; they also inspire and motivate new members to be the best Lions they can be. While there are different methods for conducting an orientation, there are several elements common to all effective orientations:

- Conduct the orientation promptly
- Present a manageable amount of information
- Limit the length of each session
- Keep the pace lively and interesting
- Allow plenty of time for questions and answers
- Give participants a new member packet
- New Member Kit - (From the Club Supplies Department at LCI NM - 10, it comes with a Welcome Book. This publication provides excellent general information about the history, organization and programs of Lions Clubs International.
- A copy of the LION Magazine
- A recent issue of your club's newsletter
- A club directory
- Your club's brochure or fact sheet
- District fact sheet, if available

Is orientation a part of a club's new membership growth plan or retaining members? The orientation process has a place in each area. As a part of new membership growth it expands the new member's knowledge of the club, district and the International Headquarters. A prompt orientation enables the new members to participate more fully in their club's operation, activities and projects.

As a member retention tool, a sound orientation will lay a solid foundation for a member to grow and develop in their Lions career; serve as a club officer or possibly aspire to serve in an office at the international level.

Is orientation only for new members? Orientation sessions should be open to all Lions. Even our seasoned Lions will find an orientation session refreshing and reinvigorating. It is precisely for that reason the orientation refresher courses have been designed. You may use the orientation refresher courses as a part of a club meeting. Please refer to publications ME 13b through ME 13f for more detailed information

MEMBER ORIENTATION RESOURCE

How do you suggest that a club provide an orientation?

We ask that club officers review the orientation materials below (ME-13 and ME-13b-f) and “teach” each member—either through PowerPoint, DVD or other method—the orientation information.

Materials Available:

ME 13	<i>Orientation Guide</i>
ME 13b	<i>Orientation Refresher Course - Our Illustrious History</i>
ME 13c	<i>Orientation Refresher Course – Objects, Ethics and You</i>
ME 13d	<i>Orientation Refresher Course – Your Club, Your District</i>
ME 13e	<i>Orientation Refresher Course – Your International Association</i>
ME 13f	<i>Orientation Refresher Course – Membership Development, Extension and Leadership</i>

The ME13 and ME13b-f can be found online by typing in “Member Orientation” in the search box located on each page of the LCI Web site, www.lionsclubs.org.

Orientation PowerPoint is available by request. E-mail the Membership Operations Department at memberops@lionsclubs.org for more information.

DVDs showcasing Lions work can be ordered through the Public Relations Department. Access the DVD order form online by typing “Audio Visual Presentations” into the search box located on each page of the LCI Web site, www.lionsclubs.org.

LCI Contact:

Membership Operations Department:
memberops@lionsclubs.org
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LIONS MENTORING PROGRAM RESOURCE

Program Summary:

The revised Lions Mentoring Program is divided into two levels, the Lions Basic Mentoring Program and Lions Advanced Mentoring Program. Each level of the program has specific goals that need to be reached within a defined time. At each level, the mentee Lion is challenged to increase his/her knowledge, level of commitment and leadership skills under the guidance of an appropriate, experienced mentor.

The Lions Basic Mentoring Program – The goal of the Basic Lions Mentoring Program is to gain responsibility and to build relationships. In the responsibility section, the mentor must ensure that the mentee receives an orientation within the first three months of the mentee's membership. In the relationship section, the mentor should encourage the mentee to interact with other Lions. The mentor should guide the mentee to this higher level of involvement within 6 months of the mentee's membership. The Lions Basic Mentoring Program can be considered a stepping stone to a leadership role at the club level.

The Lions Advanced Mentoring Program – The goal of the Lions Advanced Mentoring Program is to see results and to provide replication. In the results section, a mentor should encourage the mentee's increased involvement with club leadership. They should encourage the mentee to chair a committee and to sponsor new members. In the replication section, the mentee is expected hold a club office, obtain an Advanced Membership Key and participate in club extension activities. The Lions Advanced Mentoring Program may take one to two years to complete and may qualify a Lion to attend a Regional or Senior Lions Leadership Institute.

Each mentoring level is described further in an accompanying booklet (MTR 11 & 12). The Lions Basic Mentoring Program is explained in the booklet MTR-11. The Lions Advanced Mentoring Program is explained in booklet MTR-12. Each booklet outlines the strategies that are specific to successfully completing either the Basic or Advanced program.

Frequently Asked Questions:

How can I participate in the Lions Mentoring Program as either a mentor or mentee? You can become a mentor or mentee in your club. Here's how:

1. Contact your club president to express interest in the program. He or she will help you find a mentor or mentee. A sponsor may be able to serve as a mentor.
2. Request the Lions Basic Mentoring Guide (MTR-11) or the Lions Advanced Mentoring Guide (MTR-12) from the Membership Operations Department at Lions Clubs International or download the guides from the LCI Web site. (To find these publications online, type "MTR-11" or MTR-12" into the search box at the top left hand corner of the LCI Web site.)
3. Complete the level of your choosing.
4. Receive acknowledgement of accomplishment.
5. Gain new knowledge and skill / move to a leadership role within the club or district.

Are there awards associated with the Lions Mentoring Program? Lions can choose to participate in the Basic Mentoring Program level, the Advanced Mentoring Program level or both program levels by being mentors or mentees. Upon completion of basic level, each Lion will receive a certificate of completion. Upon completion of the Advanced level, each Lion will receive a lapel pin.

Materials Available:

MTR 11 Basic Level Mentoring
MTR 12 Advanced Level Mentoring

LCI Contact:

Membership Operations Department:
memberops@lionsclubs.org
630-468-6857

Excellence Award Initiative

Program Summary:

The Excellence Award Initiative recognizes clubs and members of the district governor team when they achieve levels of excellence in five areas of concentration; community service, membership growth, communication, leadership development and club development.

The Club Excellence Award

While the criteria is often revised from year-to-year, in general the award recognizes clubs that are in good standing and achieve the following:

- Service Activities – The club hosted a minimum of three meaningful service projects and made a donation to LCIF to keep members active and engaged.
- Membership Growth – The club attained a net membership growth or sponsored a new club or club branch to expand the services that are provided.
- Communications – The club communicated effectively with the public and internally with the members in a way that is positive and encouraged involvement.
- Leadership Development – The club officers were involved in district activities and participated in zone meetings to sharpen their leadership skills and become aware of the service and support that is available to the club.
- Club Development – The club hosted regular and meaningful meetings and submitted key reports in a timely manner.

The award application is approved by the district governor before it is submitted to Lions Clubs International.

District Team Awards

The primary objective of the district team awards initiative is to support the growth and vitality of each club in the district. The criteria mirrors the club level initiative. While the criteria for these awards are also often revised from year-to-year, in general the award recognizes districts that are in good standing and achieve the following:

- Service Activities – The clubs in the district hosted meaningful service projects.

Excellence Award Initiative

- Membership Growth – The district attained a net membership growth or organized a new club or club branch.
- Communications – A member of the district team visited each club in the district to encourage communication.
- Leadership Development – The district team hosted training and offered mentoring to club officers.
- Club Development – Clubs within the district are in good standing.

The district is also required to complete an additional 10 requirements from a list of 20 optional requirements. The award application provides a complete list of qualifying activities. The application is submitted by the district governor.

Materials Available:

- Club Excellence Award Application (DA-1)
- District Governor Team Excellence Award Application (DA-50)

LCI Contact:

District and Club Administration Division
630-468-6828
districtadministration@lionsclubs.org

Club Health Assessment

Program Summary:

The Club Health Assessment is released the second week of each month. Each district governor team member who has an active email account will receive the report for their area and a copy is also sent to the Council Chairperson.

The report includes club specific information such as the club's status, membership growth, reporting history, financial status and the LCIF donations made by members of the club.

Clubs that have been chartered over the last 24 months are listed at the beginning of the report.

When membership is unusually low or reporting and payments are late the member number appears in red. When a club is unusually successful in recruiting members the membership number appears in green. District teams are encouraged to contact the club officers with either red or green numbers to either offer assistance to improve areas of concern or to commend the club for its success.

At the end of each district list there is a summary that measures the health of the district overall.

LCI Contact:

District and Club Administration Division
630-468-6828
districtadministration@lionsclubs.org

Club Rebuilding Award Initiative

Program Summary:

The Club Rebuilding Award Initiative recognizes Lions who help rebuild a club that has been canceled, placed in status quo or has fewer than 15 members.

The initiative addresses four areas of concentration that are necessary for a club to be viable and strong.

These areas include:

- Membership Strength – It is important that the club have a pool of members to lead the club and undertake service projects.
- Meaningful Service Projects – Meaningful service projects are key to retention, public relations and membership recruiting.
- Club Management – While service is key, each club must report regularly and keep member records current to insure involvement.
- Financial Viability – Each club must keep the club account current to enable the association to provide continued support for the club.

The award is bestowed at the recommendation of the governor, or district governor team member, with the approval of the district governor when the following requirements are met. The award can not be awarded to the district governor. One award may be given for each club rebuilt.

Qualifications:

- a. Is offered upon the recommendation of the governor or district governor team member, with the approval of the district governor, by submitting a completed Club Rebuilding Award Nomination Form. The award can not be awarded to the district governor. One award may be given for each club rebuilt.
- b. The Lion nominated to receive the award must have played a key role in recruiting new members to revitalize the club, in helping the club develop new activities, and in ensuring that the club is guided and motivated as it rebuilds.
- c. For a club not yet cancelled, suspended or in status quo, the award is conferred when the Lion helps rebuild a club of less than 15 and the club achieves an active club membership of 20 within the fiscal year. The club

Club Rebuilding Award Initiative

- must be in good standing for 12 months, have initiated a new service project, filed monthly membership reports for 12 consecutive months and paid the club account in full to be conferred.
- d. For a club that is already cancelled, suspended or in status quo, the award is conferred after the club is reactivated and has a minimum of 20 members. The club must be in good standing for 12 months, have initiated a new service project, filed monthly membership reports for 12 consecutive months and paid the club account in full to be conferred.

Materials Available:

- Club Rebuilding Award Application (DA-972)

LCI Contact:

District and Club Administration Division
630-468-6828
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