

PR Report
District I Cabinet 2024Apr27.

This report is different in that it is the (partial) results of a survey undertaken by the Sorrento Lions..

Selected results from the survey may have interest to the governing & membership related sections of the cabinet. I know they do in relation to PR.

Background: An internal club survey was conducted under strict conditions of anonymous responses and collation with the assistance of a non-Lion third party.

Survey format was on a 'Statement – Response. Response options were:

1 - Strongly Disagree, 2 - Moderately Disagree, 3 - Not Sure, 4- Moderately Agree. 5 – Strongly Agree

Response rate was in area of 80%

Note

While efforts were taken to reduce any survey bias, the sample size was limited to one club. Responders were generally more experienced members with some representation from newer members. Age demographics were slightly skewed to a more senior group.

There was no attempt at extrapolation of results beyond the sample club level.

1) Value attached to Lions/Lionism

Statements referred to: Lions being a volunteer organization; Community a better place with Lions; Lions worldwide support all people;

Generally strong agreement, **over 95% agreed Lions are a volunteer organization with 85% agreeing their community is a better place. Agreement dropped to 80% Lions supports all people.**

It would be appropriate to state that Lions members place both a high value to their being Lions as well as value of Lions to their community. Substantial importance is attached to Lions being a volunteer organization.

2. Dues

Statements referred to: Dues being reasonable; Dues affecting membership (not renewing or new members joining).

Majority agreement of dues being reasonable however it was not a strong majority, (35% strong, 28% moderate), about 30% disagreed.

The second part of dues affecting membership (renewal/new members joining) gave a different perspective; In this case, there was general agreement, (56% strong – 28% moderate),

Response comments:

“dues may create a financial hardship on some Lions members not renewing their membership”

“Dues & out of pocket expense conducting club business.”

Two different issues however dues still appear to be relevant.

The results indicate that while a moderate majority may consider dues reasonable, dues are a clearly perceived as a factor in membership renewal and recruitment. Membership SES maybe a consideration, Eg: Both younger members and senior 'fixed income' members facing higher expenses. Community demographics may also play a role.

3) Training

Statements referred to: LI, MD19, District supply training/educational support; Zone/Club training support; Training timely/easily understood.

There was not a substantial positive level of agreement in any of these areas. The best that can be stated is that the training received is timely/understood, (note this may include orientation as part of newer member's responses – responder perception issue).

The most emphasized response lies in the 'not sure' category. Note that some members have received training from LI, MD19, District and considering the small numbers of the sample population these may slightly positively skew agreement results.

Training = Education and Member Involvement. In these results at least, this is an issue. Training may take many forms however it all relates to the well known phenomenon 'members feeling being paid attention to'. A chart has been attached to give an overview.

4) Personal value perspective

Statements relating to: Regardless of position, Lions are of equal value; Volunteers treated civilly and equally;

Some variation in responses;

Very strong agreement in being treated civilly and equal, (83% strongly agree, 11% moderately agree)

Variation in the position/equal value: 28% Strongly agree – 61% Moderately agree

Results tend to indicate that all are deserving equal treatment however there may be some variance in perception of organizational value in relation to position and/or club involvement level.

A note on the concept of term limits for board of directors: Majority agreed (38% - Strongly, 22% - Moderately, 22% - Not Sure).

Overall, there is a perception of elevated value being attached to Lions membership and the concept/function of Lions in the community and internationally. A moderate 'community club' perspective was noted.

In conjunction with the 'community club', there appears to be a slight disconnect with higher levels of the Lions organization. This may include areas perceived as 'beyond the community' (the 'community' may be extended to the zone or special attention areas (eg: Camp Winfield)). It is not that there is no consideration or appreciation of value; simply that it is less relevant with the exception of dues and to some extent emphasis/availability of training.

It may be relevant in membership development/recruitment to increase emphasis on educational aspects deliverable to a club level. There is a substantial amount of training available however what is the relevance or importance clubs place on it? There may be some gain by simply increasing attention from the district directly to the clubs, eg: Expand the District Governor bulletin or create a separate one with an educational/training focus.

*Accepted there are some issues with ensuring delivery to all members.
This is an internal PR concept.*

Lorne Grigg
PR Chair

