



Finding & Keeping Them For Life

Recruiting, Involving, and Retaining Members

Viewed From a Leadership Perspective

District 5-M2 Mid-Winter Convention

February 8, 2014

ID Steve Glass & PDG Cindy Glass



Our Goals For This Course

- Gain a better understanding of volunteerism in our culture;
- Gain a better understanding of generational differences in our society;
- Review our current club operations (SWOT analysis of sorts): mini application of the Club Excellence Program;
- Understand that a different view is needed if we want to recruit and retain members for our club.



Who volunteers in our culture?

Recent statistics tell us:

- Volunteering is not casual, it is part of the fabric of our lives.
- Volunteering is at a 30-year high.
- Volunteering among teenagers (ages 16-19) has dramatically increased since 1989.
- Baby Boomers are creating the highest mid-life (ages 50-67) volunteer rate in 30 years.
- Volunteering among older adults (ages 68 and over) has increased 64% since 1974.
- Episodic volunteering (99 or fewer volunteer hours per year) has increased between 1989 and 2005.



Why aren't we getting new members, particularly Gen X and Gen Y ?

- Are we asking?
- Do we know who they are?
- Do we know their likes and dislikes?
- Have we made a plan to attract them?
- Do we act like we want them?

Insanity: Continuing to do the same things that we have always done and expecting different results.



Let's define who we are:

- Matures/Seniors – Born before 1945: We are 68 and over.
- Baby Boomers – Born between 1946 and 1963: We are 50-67.
- Generation X – Born between 1964 and 1977: We are 36-49.
- Generation Y – Born between 1978 and 1994: We are 19-35.

We also call Generation Y the Millennials.



Generation X

- Resourceful, self sufficient (latchkey kids);
- Skeptical, self-reliant, independent, pragmatic, entrepreneurial, anti-bureaucratic;
- The “Information Age” generation;
- Flexible, comfortable with autonomy, hate the endless meetings, bottom-line oriented, to the point, result oriented workers;
- Comfortable with leadership changes and a variety of leadership roles;
- Not interested in leadership positions that require additional personal and professional time;
- Will have at least three distinct careers and 12 employers.



Generation Y

- Have been wanted, valued, and coddled from birth;
- Have lived highly structured lives;
- Are the 24/7 generation;
- Will have more than 5 distinct careers, more than 20 employers, and be self employed by choice more than twice;
- Are open minded; highly tolerant to differences;
- Will work overseas several times, often for short periods of a year or less;
- Value education and training and see it as a significant tool in helping them to be more successful.



Summarize Gen X and Gen Y

Gen X

- May not connect with their grandparents' concept of volunteerism as a civic duty;
- May not buy into their parents' optimism about changing the world;
- Feel capable of helping one person;
- May prefer to focus on local, not global issues, on tangible results, not idealism.

Gen Y

- Look for variety, stimulation and “push button” action;
- Are searching for their causes;
- Exhibit a strong interest in volunteering.



Why Recruit New Members ?

- Gain fresh ideas for service projects and activities;
- Increase hands to do more service;
- Promote membership that better reflects the community;
- Mirror current times;
- Breathe life into your club;
- Sustain your club.



LCI Membership Programs

- Family Membership Program
- Lions Family Cub Program
- Student Member Program
- LEO Lion Members



Where Do We Find Young Adults To Recruit?

- Ask current members to recruit within their family.
- Visit local colleges and universities.
- Recruit from within LEO clubs.
- Contact area businesses.
- Partner with a youth group or secondary school to implement a joint service project.
- Encourage the young adults that we have to form a team to recruit other young adults.
- Ask those we have served (scholarship winners, YE students, campers).



Talking Dues

- Young adults are concerned about where their money is going. For that matter, matures and Baby Boomers are too!
- Discuss dues and expenses openly and frankly.
- Clarify what dues are used for by both the club and LCI.
- Talk in terms of monthly costs, not annual.
- Consider offering a monthly payment plan.



Dress for Success

- Image is important to many young adults.
- The more that you can relate to them, the greater the chances that they will join your club.
- Dress for the occasion.
- Wearing your Lions vest may not be a good idea; young adults are less interested in uniforms and may perceive the vest as threatening.



Recruiting Tools for Young Adults

- The *Be Part of Something that Matters Brochure* (EX-801) targets young adults.
- The *Young Adult Recruiting Video* (EX-802) shows young Lions engaging in hands on service activities.
- District and club newsletters can be powerful tools with the message that they can deliver.
- An attractive club web site is critical. The young adult will seek out information here first.
- Public relations: feature young adults performing service.



Club Meetings

- Be flexible: change constitution & by-laws, if necessary; change meeting times, if needed; loosen meeting requirements.
- Let go of some club traditions: reduce the formalities.
- Give members two meeting times, i.e. dinner from 6:00-6:30 and club business from 6:30-7:30.
- Stick to the agenda – email the agenda in advance.
- Mix things up a bit: hold meetings at different locations, discuss club business during service projects or social activities.
- Utilize your Tail Twister: not as a “cop”, but rather as a “fun” master.



Get On-line

- Internet capability
- e-Clubhouse
- Social media
- LCI web site



Recruit what you need

- Does your club secretary report electronically?
- Does your club have an attractive web site?
- Does your club support youth sports activities?
- Does your club have a newsletter?
- Does your club have someone who handles public relations?
- Would your club be willing to sponsor and support a LEO club?



Service is the Key – Hit the “hot” buttons

- Highlight hands-on projects with tangible efforts.
- Be involved in several service projects so that members can pick and choose what appeals to their “hot” buttons.
- Stress global impact.
- Go green.
- Offer a variety of exciting and challenging experiences.



Key Questions for Prospective Members

- What do you like to do?
- What are you passionate about?
- What is your opinion?
- How can we improve?
- Based on your prior experience, do you have any ideas for new service projects that we might consider?



Summary

- Viewing things differently is a must if we are to succeed.
- Leaders must become followers and change agents.
- Leaders must become mentors.
- Embrace new ideas – utilize fresh perspectives.
- We must be willing to give up value to receive value.
- Membership recruitment, involvement, and retention must become part of our service: a very real paradigm shift.