



Message from DISTRICT GOVERNOR WAYNE BENJAMIN

As I write the March Newsletter spring is just two weeks away.

That's good news! Are you all getting your Covid vaccinations? I see where most of the counties on the Eastern Shore now have over 20% of population immunized. With three different vaccines available, we should see those numbers start to rise rapidly. That's more good news.

The other day I called the President of one of our district clubs to learn why they had lost so many members this year. He told me they had a significant number of members who were not paying their dues in spite of multiple attempts to reach out to them, they were not attending meetings and not active in either the service projects nor fund raisers. At first thought, can't blame the club. Why should they be paying for 'dead wood'?

Then I got to thinking. Let's be the devil's advocate for a minute. These folks all joined the Lions at one time with certain expectations. They wanted to be active in a service club. They thought Lions would be meaningful. Did the sponsor explain to them what Lions was all about? Did they have a meaningful induction and orientation session?

Somewhere these Lions felt they were not getting any return on their investment. Do we as leaders look at our clubs and appreciate the importance of getting everyone involved? Get everyone, not the same ten or fifteen, to run the fundraisers and service activities. Do we use the excuse they are the only ones who do anything? It is our job to get everyone involved. If they are not involved, find out why. Club assessment should be done at least every other year by EVERY member. Before our members become disillusioned, we have a responsibility to find out what they were hoping to get from their membership. Are they satisfied? If we don't ask we won't know. Then one day, we find ourselves dropping a third of our club because of nonpayment of dues! We, as Lions, need to form a buddy system to learn what our fellow members are thinking and doing. We, as leaders, have to be watching for members that have quit coming to meetings, quit being involved. Currently, Covid has been a great excuse and certainly for many it has put a strain on our finances. But this problem with retention started long before Covid.

Finally, when your members do leave, do you do an exit interview? This is a great opportunity to find out how we are doing as a club. Occasionally, with the interest shown in our exit interview, the member may realize maybe he/she should not be dropping out but rather giving us another chance

~DG Wayne Benjamin~

