

# **Membership Recruitment**

## **Small Group Discussion**

### **Difficulty Attracting Younger Members -**

**Younger individuals often have demanding careers and family responsibilities, making it challenging for them to commit time to service organizations.**

**Additionally, there may be a lack of awareness or misconceptions about the relevance of Lions Clubs to younger generations.**

#### **Ideas/Reasons:**

Stop theme of “old person’s” club.

Make sure meeting date/time is public

Prevent rules of club: “You have to...”, “If you don’t...”

Make meetings more appealing

Change/optional meeting date & time

Guest who is from community not part of Lions

Hybrid/Zoom meeting options – hopefully ‘see’ more Lions who can’t make physical meetings

Not a huge time commitment

Be open to new ideas from these members

Recognition for ideas/help/support

## **Aging Membership -**

**Many clubs have a significant number of long-standing members who are aging, leading to natural attrition over time. This demographic shift necessitates the recruitment of younger members to sustain club activities and leadership.**

### **Ideas/Reasons:**

Less energy for big projects

Asked younger people to help and had community night and gained new members

School teams & their parents to help out

Can be Lion at 18

Don't have to enforce meeting attendance, but keep communication to all members

Split "groups" of whom sit with all the time

Be accepting of new ideas

What we wear – may not want to wear vest, but will wear a shirt/pin.

## **Retention of New Members -**

**Even when new members are recruited, retaining them can be challenging. Factors such as unengaging meetings, lack of meaningful projects, or insufficient integration into the club can lead to decreased involvement and eventual departure.**

### **Ideas/Reasons:**

Keep communication open

Use all forms of communication: mail, email, texting, zoom, Instagram, Facebook etc...

Don't repeat president

Reduce pressure, get to know them vs. try to get them into leadership roles ASAP

What are their strengths, what is their passion

Membership orientation, answer all questions

Committed Mentors

Let them bring in/up new ideas and try them

Reduce Long...Dragged...Out...meetings

Be aware of other social commitments they may have

Per projects, explain why doing the project, let them learn how/why things are done – be open to their ideas on change

Don't micromanage when turning project over.

Keep meetings fun! No arguments!!!

Alphabet Soup! Explain what the various acronyms mean.

Orientation – see about including 'asset' based insights/details

**Other areas of thought that were not discussed in small group.**

### **Limited Community Awareness**

Some clubs struggle with visibility in their communities. Without effective marketing and outreach, community members may be unaware of the club's presence or the benefits of membership, hindering recruitment efforts.

### **Competition with Other Commitments**

Potential members frequently juggle multiple obligations, including work, family, and other social or civic engagements. This competition for time and attention can make it difficult for clubs to attract and retain active members.