

Healthy Membership in Unhealthy Times – Will Your Club Survive COVID-19?



PRESENTED BY:
LION JANE JARROW
TRI-VILLAGE LIONS CLUB

**Acknowledge
(and play to)
the different
audiences
within your
club**

- Last year, we divided our club members by generation:
- The Traditionalist (1922-1945)
 - Motivated by recognition; wants to have experience valued
- Baby Boomer (1945-1965)
 - Motivated by competition and accomplishment
- GenX (1965-1980)
 - Motivated by work-life balance
- Millenials (1980-2000)
 - Motivated by relationships

AND THEN CAME COVID-19!!!

THE VERY SAME PEOPLE NOW
FALL INTO VERY DIFFERENT
CATEGORIES!

Red Light – Yellow Light – Green Light

- **Red Light Lions** – *“We are sheltering in place until the virus is eradicated from the face of the earth.”* Each of these Lions want to stay engaged and help as they can. To survive, you need to be mindful that they are important to our organization. Be respectful of their thoughts.
- **Yellow Light Lions** – *“We will meet and serve if safe practices are in place.”* Each of these Lions want to begin to adjust to a new normal and move past the self-imposed quarantine. To survive, you must capture their excitement and enthusiasm, or risk them leaving your club.
- **Green Light Lions** – *“We are ready to serve, meet and lead as we have always done.”* Each of these Lions want everything to be just like it was for the past decade. To survive, you must also build upon their willingness to take action.



Let each member decide whether they are red-yellow-green...

... AND *RESPECT* THAT CHOICE!

Everything you plan should be planned to include your red, yellow, and green light Lions

- Every service project you consider, whether is it a new project or one you regularly run, should be reconfigured to include red, yellow, green light Lions
- Every fundraiser you are planning should be planned to include red, yellow, green light Lions
- **MOST IMPORTANT** – all of your communications and meetings should be planned to include **EVERYONE**

The Impact of COVID-19 on Communications

THE COVID-19 PANDEMIC HAS TAUGHT US THAT WE CAN USE THE TOOLS WE HAVE AVAILABLE FOR REMOTE PARTICIPATION IN NEW (AND EXCITING!) WAYS.

BUT...

YOU CANNOT REPLACE TRADITIONAL COMMUNICATION AND MEETINGS WITH GOING VIRTUAL AND ASSUME ALL WILL BE WELL.

In today's world, technology is a given, it is not a debate!

- Some Lions have lived all their lives in this neighborhood
- Some Lions have lived in this area for many years
- Some just moved here and are getting settled in
- **AND SOME WILL NEVER ASSIMILATE!** (they are still living “in the old country” and they like it there!)

We cannot build a technology environment that is user friendly to people who refuse to use it...

...**BUT WE CAN – AND *SHOULD* – GIVE MORE THOUGHT TO CREATING AN ENVIRONMENT THAT INCORPORATES TECHNOLOGY AND THE VIRTUAL WORLD SO THAT IT IS AS USABLE AS POSSIBLE TO AS MANY *DIFFERENT* USERS AS POSSIBLE**

How to move your club forward in a post-pandemic world

**EMBRACE YOUR HERITAGE
HONOR YOUR PAST
AND LET IT GO!
KEEP WHAT STILL WORKS AND
ADAPT THE REST.**

**Acknowledge
the change,
don't ignore
it**

- If you wait until everything is back to normal, you will have waited too long
- If you abandon everything that was an start anew, you will lose too many members
- You aren't redefining your club or your members' commitment to service – you are finding new ways to be who you are in this “brave new world”

First, last, and always...

COMMUNICATE!



**TO DO
List:**

- Present the idea of red-yellow-green light Lions to your club members and get them to see the wisdom respecting each other's choices
- Consider the opportunities and limitations of using technology in your club – and plan accordingly
- Watch for opportunities to steal good ideas
- **COMMUNICATE**

Stay in touch!



**LION JANE JARROW
TRI-VILLAGE LIONS CLUB
JANEJARROW@AOL.COM**