



Membership Just Do It....

My Club, My Zone, My District and More!



Membership Just Do It....

Objectives

- why is membership important in 5M10
- what are the membership goals of 5M10
- what do District Goals mean to the clubs
- what is the North American Membership Initiative
- membership chairs ...what they do and why we need them
- membership tools...what works
- membership support team in 5M10
- service and leadership...can't have membership without them

Membership

why it matters in 5M10

We had an awesome year last year in membership and we can be proud of all that happened at both a club and a District level...

This year we have been thrown a few curve balls for sure but COVID should not slow down 5M10

RIGHT?



Has social distancing and self isolation got us feeling like this?



How can we get back to feeling like this?





Membership

why it matters in 5M10

2017-2018

- Membership -72
- No new clubs
- No branch clubs
- Barely ½ of all clubs reporting service
- No District Service Projects
- 1 graduate of Regional Lions leadership
- Poorly attended District training
- Little club engagement on social media
- Minimal club to club, club to District communication



Membership

Why it matters in 5M10

2018-2019

- Membership up +82
- 1 new club
- 1 new branch club
- 100% service reporting
- LCIF donations up
- Webinar leadership training
- 5 graduates of Regional Lions Leadership training
- Succession plan
- District Policy manual
- Active Social media for 5M10 as well as many District clubs



Membership

Why it matters in 5M10

- 2019-2020
- Membership minus 29
- Turned a branch club into a Lions Club (RRBB Lions Club)
- Our last 2 new clubs have been Canadian and we had been developing a 3rd in Canada in Kakabeka Falls ON
- We have dropped 168 members this year!! (about 70 more than last year)
- Service reporting is down this year...myLion is a challenge but great improvements have been made
- And then there is COVID...but there are other things that we can do if we put our heads together...

Membership

why it matters in 5M10

So what can we do Different?...





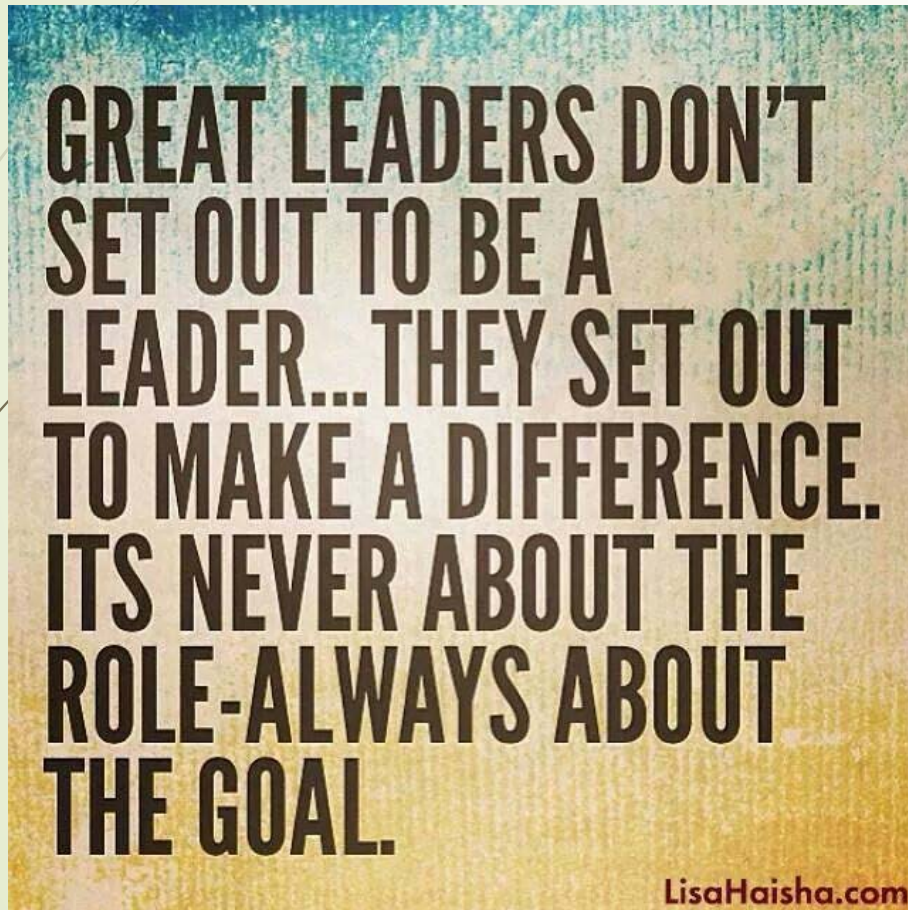
Membership

why it matters in 5M10

So what can we do Different?...

- Clear goals, timelines, accountability all derived from Club and District concerns (SWOT analysis-Strengths, Weaknesses, Obstacles, Threats and our clubs need to as well)
- TEAM 5M10...not a one DG year...a 5M10 year...year after year
- Explicit and frequent communication with the DG team as well as the clubs
- District assistance (GAT, District Administrator, answers not obstacles) How can we help you help your clubs>
- Showcase all clubs successes and celebrate those events
- Increased training events at appropriate times
- Webinars
- District wide Service projects
- Enthusiasm, Passion for Service, Encouragement, Applause, Fun

Membership
why it matters in 5M10



Membership
why it matters in 5M10

2020-21 GOALS

- **Plus our** membership by **90**
- No more than **120** dropped members
- 2 **new** Clubs or Branch Clubs
- July 1st 2021 membership @ **1300 members!**
- Renewal, Revitalization, Retention!
- Cyber club or specialty club
- Strengthen all clubs to be greater than 20 members
- Plus 1-2 members each club
- 100% **Service** Reporting
- 100% **LCIF** contribution
- District **Service** Project
- Monthly **Leadership** training Webinars





Membership

why it matters in 5M10

and HOW you say....

- Active DG extension team (new clubs)
- 2 Renewal (Kakabeka Falls 2020, cyber club and specialty club)
- Branch Clubs to Charter Clubs
(Silver Bay branch)
- Development of Zone extension (Zone Chair revitalization teams)
- Zone revitalization events (monthly or more throughout District)
- Active Facebook page
- 5M10 Lions in Service flipbook ad
- Just tell those service stories and just ASK whenever, whoever, where ever
- NAMI

Membership

why it matters in 5M10

2020-21 GOALS so how does it affect your club?



- All clubs a minimum of plus 2
- All clubs 100% service reporting (myLion) engage Lions in service
- All clubs contribute to LCIF
- Share your club successes (social media and in person)
- Ask, share service story, share your enthusiasm for Lions
- Zone assisted membership events
- Invite to service
- Retention of members!
- What can the District do to assist?



What are you doing in your Clubs?

What would you like to do to promote membership

What can you do about those dropped members....

- Start by telling someone why YOU are still a lion (once a day even!)
- Find their passion...show them and invite to service projects...
- Call, ask
- Mentor...
- What else?

Membership

why it matters in 5M10

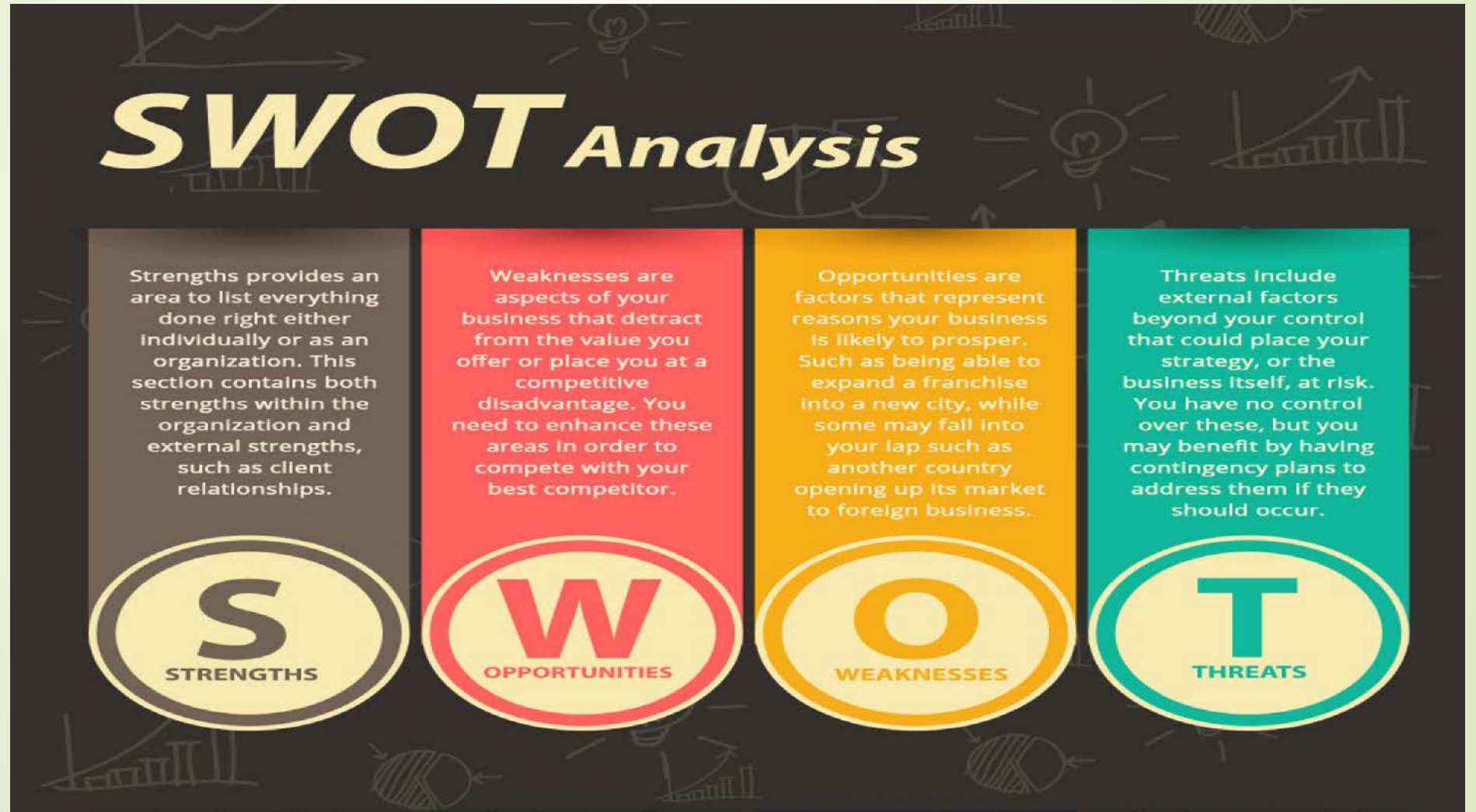
North American Membership Initiative

- Initiated by IVP Brian Sheehan and IVP Haynes Townsend Feb 2019 because of continued dropping membership in North America (no positive growth in over 30 years)
- 8 Pilot Districts including 5M10
- MOUs
- Financial Resources
- LCI NAMI support Team
- LCI Marketing team
- Club/District needs first
- Pilot ends June 2020



Membership
why it matters in 5M10

Club SWOT





Membership

why it matters in 5M10

Club Membership Chairperson

- Collaborate with the district Global Action Team on membership initiatives, and participate in relevant district, region and zone meetings and events.
- Develop and lead a membership committee to help implement action plans to achieve the club's membership goals and to positively increase the member experience.
- Encourage all members to participate in membership growth by inviting prospective members to the club. Follow up with prospective members promptly.
- Promote a harmonious club atmosphere by listening to and addressing, with the support of the club board of directors, concerns that prevent a positive member experience. This may include a survey or other opportunities for feedback.
- Engage new members in activities that are of interest to the member.
- Collaborate with the club service chairperson as well as other club committees to promote membership opportunities.
- Understand the different membership types and programs offered and promote membership programs to club members.
- Ensure that new members are provided with an effective orientation so new members understand how the club operates within its district, multiple district and Lions Clubs International, with the support of the Club 1st Vice President/Club Leadership Chairperson. Mentor new Lions



Membership

why it matters in 5M10

Club Membership Chairperson

Chairperson goals...

- Conducts at least one more membership drive in the community than the prior year.
- Contacts a minimum of two former members about returning to the club.
- Increases total membership over the previous fiscal year.
- Retains 100% of members.
- New members participate in new member orientation.
- <https://www.lionsclubs.org/en/resources-for-members/resource-center/club-membership-chairperson>
- https://cdn2.webdamdb.com/md_g6Z4TARxdA36.jpg.pdf?v=2

Membership

why it matters in 5M10



Membership tools

- <https://lionsclubs.org/en/resources-for-members/resource-center/new-members-toolbox>
- <https://lionsclubs.org/en/resources-for-members/resource-center/member-retention-toolbox>
- <https://lionsclubs.org/en/resources-for-members/resource-center/membership-growth-event>
- <https://lionsclubs.org/en/resources-for-members/resource-center/membership-report-toolbox>

Membership

why it matters in 5M10

5M10 Support Team

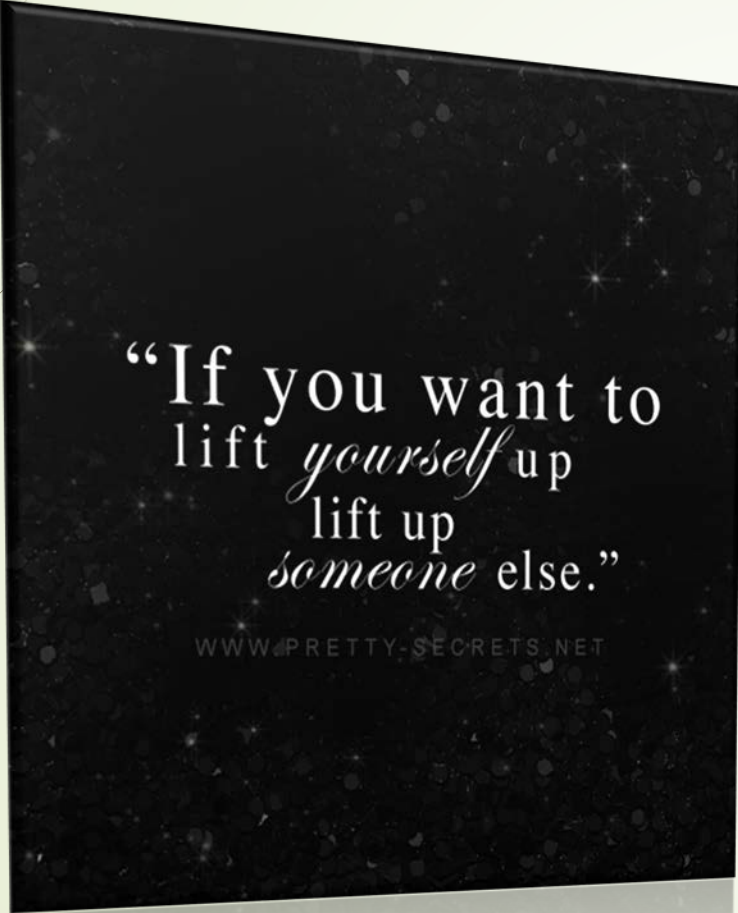


- Club Champions
- Know you zone chair
- Development of Zone extension teams
- GMT and 1st VDG
- District extension team
- GST, GLT, 2nd VDG
- District Governor
- NAMI resources
- MD5M GAT

Membership


why it matters in 5M10

Service is what attracts...Service is what makes them stay



“If you want to
lift *yourself* up
lift up
someone else.”

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**YOU CANNOT GET THROUGH
A SINGLE DAY WITHOUT
HAVING AN IMPACT ON THE
WORLD AROUND YOU.
WHAT YOU DO
MAKES A DIFFERENCE,
AND YOU HAVE TO DECIDE
WHAT KIND OF DIFFERENCE
YOU WANT TO MAKE.**

JANE GOODALL

**VALUES
.COM**

Membership

why it matters in 5M10

Leadership insures continued Service which keeps our Membership



Be the type
of guy that makes
other guys
want to step
up their game.



Don't tell people
how to do things,
tell them what to
do and **let them**
surprise you with
their results.

- George S. Patton

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"You can do
what I cannot
do. I can do
what you
cannot do.
Together we can
do great
things."

- Mother Teresa

Membership

why it matters in 5M10

- It starts with the club Membership chair
- It requires renewal, revitalization and especially retention
- There are great support from the Zone and District teams
- LCI has amazing resources
- We all need to work to the goals because those goals started with the clubs
- Membership needs service and leadership
- We need to work as a team its not just up to one (membership chair needs a committee)
- We all need to do our part...



Questions

“Being positive
won't guarantee
you'll succeed.
But being negative
will guarantee
you won't.”

Jon Gordon

venspired.com





Thank you

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