

PRESIDENT'S
*Retention
Campaign*



Every Lions year can mark a renewed emphasis on member retention with the President's Retention Campaign. It is a strong campaign built for you, the club president. It faces the four most common threats to good retention, provides field-proven answers, and includes recognition for club presidents who take on their membership retention challenge.

Why Members Drop

We've all seen lists of reasons given by members who leave their clubs. All of the reasons to continue or drop membership are greatly influenced by you, the club president and leader. The most common threats to retention, as given to us by our members, are:

Lengthy/Boring Meetings

Poor meeting quality is always one of the chief reasons given for leaving a club. Interesting and productive meetings are very important to the efficient functioning of your club. They are also important to your members. You want these members to feel like they are spending their time on something worthwhile. Planning and running effective meetings that follow a well-prepared agenda will help accomplish this.

Club Politics/Cliques

Are politics getting in the way of club business? Do cliques within the club alienate new members, making it difficult for them to feel a part of the group? Limiting cliques and politics will make your club environment welcoming and productive. All members will feel more interested and involved.

Lack of Involvement

Once your club inducts new members, be sure to engage them in activities that interest them and encourage them to take on leadership roles. Members who see they play an active, important part in the club are far less likely to drop out.

Working Together

Too often, differences in personalities, gender or culture hinder a club from functioning smoothly.

Dwelling on differences can lead to poor communication, misunderstandings and the club's inability to set common goals. By learning to bridge differences and communicate openly with all members, you will create a productive environment for your club.

Retention is an ongoing team effort, led by you, the club president. Keeping your club efficient, productive and meaningful to your members will result in many benefits:

- A club that is a vital, respected part of your community.
- The ability to help people in need locally, and globally.
- A club that offers personal and professional growth opportunities for members.

Helpful Resources

Retention "Clinics"

To assist your club with addressing current retention challenges and developing long-term plans for retaining members, the President's Retention Campaign offers four helpful clinic guides and the *How Are Your Ratings?* evaluation booklets.



Using the President's Retention Campaign Materials

1. Examine your club using the *How Are Your Ratings?* questionnaire. This publication is designed to help you receive feedback from the members as well as to identify your club's strengths and weaknesses.
2. Ask yourself about the feedback received from using the *How Are Your Ratings?* questionnaire. Did you identify your club's strengths, weaknesses and potential reasons for a membership drop?
3. Review the corresponding clinic guide(s) to help you improve the club.



Awards

Retention Campaign Awards

Successful member retention is recognized by the President's Retention Campaign Banner Patch.

Club Banner Patch

Clubs that address retention squarely and make keeping their quality members a priority will be recognized for their achievement. A specially designed President's Retention Campaign banner patch will be available for clubs that make retaining quality members a priority.

New Award Criteria: Effective July 1, 2010 Clubs can earn this award in two ways:

- 1) 90% of the members in the club on July 1 of any Lions year must be in the club on June 30 of the next year. Death and transfers are excluded.
- 2) Reverse membership losses.
Clubs of any size that had net membership losses for the previous two years, but attain a "zero" net loss or better, in the current Lions year ending June 30, will also receive a banner patch to acknowledge their achievement.

For More Information

To learn more about the President's Retention Campaign, please contact the Extension and Membership Division:

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