



Dear District or Multiple District Retention Chairperson:

Congratulations on your appointment as district or multiple district retention chairperson! Both positions are critically important to the health and vitality of the Lions clubs in your area. Each is a considerable job, but both come with numerous rewards. Your success in training and motivating your membership team will help Lions Clubs International maintain its position as the world's largest service club organization. Best of luck to you as you lead your team to outstanding retention accomplishments!

As a district or multiple district retention chairperson, you'll be called upon to be knowledgeable regarding Lions Clubs International membership programs and policies; a capable trainer; a motivator; and most of all leader. The contents of this guide will help you with all these important tasks.

Since many of the responsibilities of the district and multiple district retention chairpersons dovetail and there is a close, cooperative relationship between the two chairpersons, the guides for both positions are contained in this one comprehensive manual. **Beginning in July 2008 the MERL team also collaborates with the Global Membership Team (GMT). This team is explained in detail in the Teamwork for Growth manual.**

Before you begin your term, please take the time to read this guide thoroughly. If you have any questions regarding this publication or your position, please contact us at (630) 468-6857 or e-mail us at [memberops@lionsclubs.org](mailto:memberops@lionsclubs.org).

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Lions Clubs International  
(630) 468-6857  
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Sincerely,

Membership Operations Department  
Extension and Membership Division  
The International Association of Lions Clubs

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## **District Retention Chairperson Responsibilities**

To adequately perform the responsibilities of this important position, district retention chairpersons are asked not to hold another office within Lions Clubs International that would compete with the time and energy needed.

- Attend the workshop planned and conducted by the multiple district retention chairperson
- Set retention goals for the district
- Conduct an annual workshop to train club retention chairpersons
- Communicate regularly with club retention chairpersons
- Report progress to multiple district retention chairperson
- Be available to answer questions and concerns of club retention chairpersons
- Provide suggestions and support to club retention chairpersons

As district retention chairperson, you will call upon a number of skills, including:

- |                  |                     |
|------------------|---------------------|
| ✓ Organizational | ✓ Planning          |
| ✓ Motivational   | ✓ Leadership        |
| ✓ Goal-setting   | ✓ Team building     |
| ✓ Communication  | ✓ Creative thinking |

## **Multiple District Retention Chairperson Responsibilities**

To adequately perform the responsibilities of this important position, multiple district retention chairpersons are asked not to hold another office within Lions Clubs International that would compete with the time and energy needed.

- Set goals for the multiple district
- Develop procedures for district reporting
- Communicate at least monthly with each district retention chairperson in your multiple district
- Conduct a training workshop for district retention chairpersons during the first year of your term, and submit a report detailing the results of the workshop to the Membership Operations Department at International Headquarters within 30 days of workshop completion (use form included in this guide)
- Motivate district retention chairpersons to set goals and develop programs to retain members
- Assist district retention chairperson in planning and conducting workshop for club retention chairpersons
- Write articles for district, multiple district and international publications
- Communicate with multiple district leadership – including district governors, international directors and past international presidents or directors regarding retention initiatives at the international, multiple district and district levels
- Advise Membership Operations Department at International Headquarters of any developments or needs in the districts and clubs.

## Resources and Support

The following resources are essential when preparing for your term as District or Multiple District Retention Chair:

- 📖 Club Retention Chairperson's Guide (PRC-7)
- 📖 The President's Retention Campaign brochure (PRC-1)
- 📖 The President's Retention Campaign Clinic: Focus on Working Together (PRC-2)
- 📖 The President's Retention Campaign Clinic: Focus on Meetings (PRC-3)
- 📖 The President's Retention Campaign Clinic: Focus on Involvement (PRC-5)
- 📖 The President's Retention Campaign Clinic: Focus on Club Dynamics (PRC-4)
- 📖 How Are Your Ratings – Administrative Guide (ME-15)
- 📖 How Are Your Ratings – Questionnaire (ME-15B)
- 📖 Lions Mentoring Program brochure (MTR-10)

These publications will help you gain a thorough understanding of retention issues and the requirements of the club chairperson position. They can be ordered from:

Membership Operations Department  
Lions Clubs International  
(630) 468-6857  
[retention@lionsclubs.org](mailto:retention@lionsclubs.org)

Or downloaded from the Lions Clubs International Official Web site at [www.lionsclubs.org](http://www.lionsclubs.org).

Questions, comments or concerns should be addressed to the Membership Operations Department, (630) 468-6904 or [retention@lionsclubs.org](mailto:retention@lionsclubs.org).

## Setting Goals and Creating an Action Plan

Setting goals for your district or multiple district is essential. Goals give you a means to organize efforts for the year and track progress. Goals should be measurable and should offer a challenge, while still being attainable—you don't want to become overwhelmed by a goal that is too ambitious.

Use the reproducible forms included in this guide to develop your goals and create action plans to help meet those goals.

## **Communicating With Your Fellow Retention Chairpersons**

It is vitally important for district and multiple district chairpersons to establish and maintain regular flow of communication between the different levels of Lions in their areas. Regularly staying in contact helps ensure that you are aware of what is happening in your district and multiple district. Regular contact will also help you prepare reports and communicate successes to Lions club members.

You will also want to establish a regular communication schedule throughout the year to offer support, guidance and motivation as well as to answer questions and offer suggestions for addressing retention challenges.

Some suggestions for keeping strong communication going among all retention chairpersons include:

- Have club chairpersons forward a copy of their goals (a Goal/Action Plan Form is included in the back of this guide).
- Request that club and district chairpersons provide regular updates regarding their progress. This can be done via e-mail. Respond to their updates with congratulations, words of encouragement and ideas for handling retention issues as appropriate.
- Share your district/multiple district goals with club/district chairpersons so they can see how they fit into the district/multiple district's plans.
- Create a simple newsletter (either printed or electronic) filled with updates, retention tips and district news. Share success stories to motivate and inspire others.
- Create an e-mail loop of all club/district retention chairpersons that allows them to share ideas and encourage their peers.
- Create an annual award given to the retention chairperson with the best retention solution or best retention record for the year. The award can be a certificate you design.
- Write an article for your district/multiple district's newsletter or THE LION Magazine regarding retention efforts.
- Be sure to give all retention chairpersons the best method and time for contacting you with their questions, comments or concerns.

## **Motivating Others**

Every club member has a different personality and different factors that motivate him/her to do a good job. An effective chairperson will foster those motivational factors and keep the people he/she supervises focused.

Some typical motivators in a volunteer opportunity include:

- Desire to do a good job
- Desire to help those in need
- Sense of achievement
- Recognition/praise
- Social acceptance/popularity
- Influence/leadership
- Opportunity to develop skills
- Opportunity to try something new
- Enjoy challenges
- Opportunity to learn/discover
- Feeling of well being
- Improve physical and mental health

Good communication provides a solid foundation for motivating your club/district chairpersons to do their best. Offering praise for a job well done, encouragement through tough tasks and advice when needed will go a long way in keeping your chairpersons motivated and focused.

Some other tips for successfully motivating others include:

- Keep chairpersons informed regarding policies, procedures and program updates
- Delegate activities to challenge chairpersons
- Give praise freely and promptly for a job well done
- Have a positive, caring attitude
- Be a good listener
- Treat your chairpersons with respect
- Ask for their suggestions and input
- Maintain high standards
- Connect one-on-one with chairpersons
- Celebrate achievements

## **Conducting a Training Seminar**

Both district and multiple district retention chairpersons are responsible for instructing the retention chairs in their areas. For multiple district chairpersons, this means planning and holding a training workshop at the beginning of their three-year term to train district chairpersons. District chairpersons, in turn, will conduct a workshop for their club retention chairpersons. It is also an excellent idea to conduct annual meeting updates, where chairpersons can share their successful strategies and learn about district, multiple district and international association goals and programs.

## Workshop Ideas

When planning a workshop, consider the following:

- ◆ **Conduct the workshop early in the year.** Holding the workshop early in the Lion year will give district chairpersons the opportunity to get organized and conduct their own workshops for the club retention chairpersons in their districts.
- ◆ **Find a location that is an appropriate size.** Make sure there is enough room for everyone to sit comfortably as well as see the presenter and any audio-visual aids you may be using.
- ◆ **Have refreshments available.** You will want various refreshments available depending on the length of your workshop. If it will be an all-day workshop, you will need to include a lunch break as well as morning and afternoon refreshment breaks.
- ◆ **Present a manageable amount of information.** You don't want to overwhelm your participants by giving them too much information. Highlight key information verbally during the presentation and refer them to the proper resource to gather additional details.
- ◆ **Keep the pace lively and interesting.** Break up the workshop into segments with question and answer periods. Plan a few short breaks during each session.
- ◆ **Allow plenty of time for questions and answers.** Be sure to build time into your workshop for questions and answers. Try to intersperse Q & A periods throughout the workshop in order to give people an opportunity to ask their questions while the subject is fresh.
- ◆ **Include time to share ideas.** Give chairpersons a chance to interact, share their retention challenges and ideas with one another. It will help create a team atmosphere and set up a dialog that you can continue amongst them throughout the year using different communication methods.
- ◆ **Use visuals if possible.** The use of visuals, such as a video, PowerPoint (or another PC-driven presentation), overheads, etc. adds an additional interesting element to the presentation and will help keep participants engaged in the session. Test all equipment before the workshop to be sure it is in good working order.
- ◆ **Be prepared.** Have extra pads of paper and pens for note taking and a few extra copies of the Club Retention Chairperson's Guide and the District/Multiple District Retention Chairpersons Guide available on site. Prepare nametags for attendees and a participant list for distribution that includes contact information.

### **Workshop Planning Checklist**

- ✓ Choose date and time
- ✓ Reserve location
- ✓ Send invitations to attendees
- ✓ Secure additional presenters, if necessary
- ✓ Plan presentation
- ✓ Prepare visuals
- ✓ Practice presentation
- ✓ Order necessary reference materials and supplies
- ✓ Order/prepare refreshments
- ✓ Confirm room set up/arrangements

## ***Workshop Content***

Using this the information in this guide and other publications as a resource for content, create a presentation that covers the following topics. This outline was developed for a 2-2 1/2 hour presentation. Use it as a guide and modify it to best fit your time allotment and content needs.

1. Welcome and Introductions (5 minutes)
2. The Importance of Retention (10 minutes)
  - a. -How retention fits in with a district's membership goals
3. Club/District Retention Chairperson's Responsibilities (10 minutes)
  - a. -Review responsibility list
4. Questions and Answers (5-10 minutes)
5. Goal Setting (15 minutes)
  - a. -Why goal setting is important
  - b. -How to set relevant goals
6. Motivating Others (10 minutes)
  - a. -How to effectively motivate others
7. Communication Strategies (10 minutes)
  - a. -How best to communicate with club/district retention chairpersons
8. Brainstorm Session – Motivational and Communication Ideas (20-30 minutes)
  - a. -Have participants break into small groups and develop ideas for motivating and communicating with club retention chairpersons. Share ideas with the entire group.
9. (10-minute break, if desired)
10. Retention Basics (30-45 minutes)
  - a. -Review Club Retention Chairperson's Guide
  - b. -The Importance of Evaluation
    - i. -President's Retention Campaign
    - ii. -How Are Your Ratings
  - c. -Retention Strategies
  - d. -Lions Mentoring Program
11. Questions and Answers (5-10 minutes)
12. Reporting Procedures (5-10 minutes)
  - a. -How/when to communicate with district/ multiple district retention chairperson
13. Available Resources (5-10 minutes)
  - a. -Publications
  - b. -Help available from multiple district and International Headquarters
  - c. -Create a support system from those around you
14. Questions and Answers (as long as needed)
15. Closing, Thank You and Words of Encouragement

### **Optional Ideas for the Workshop**

*These exercises may be incorporated into your workshop to add an interactive element.*

**Why I am a Lion** – A good icebreaker. Have each participant state their name, how long he/she has been a Lion, why he/she joined and what keeps him/her involved in the club.

**What Motivates You?** – Ask participants to write down 3-5 factors that motivate them to do a good job and why these are factors. Have them share these with the group. Brainstorm ideas for fostering the most commonly cited motivators.

**Retention Challenges:** Break participants into small groups. Give each group a retention challenge and ask them to brainstorm five strategies for addressing the challenge. Have the small groups share their answers with the entire group.

**My Best Idea:** Ask each participant to write down his or her most effective retention strategy. Collect the ideas and share them with the group. These can be typed and distributed to all participants after the workshop as well.

**Goal Setting:** Work together as a group to develop goals for the district/multiple district.

**Multiple District Retention Chairperson Annual Goals/Action Plan**

**Name:**  
**District:**  
**Date:**

List annual goals:

Action Plan:

Goal \_\_\_\_\_

Priority: \_\_\_\_\_ Timeframe: \_\_\_\_\_

<u>Step</u>	<u>Who is Responsible</u>	<u>Date Completed</u>
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Significant Results:

Comments:

## **Multiple District Workshop Report Form**

**Name:**

**Multiple District:**

**Date:**

Phone Number:

Email Address:

Street Address:

City:

State/Province:

Country:

Postal Code:

Date of Workshop:

Number of Participants:

Number of Districts in Multiple District:

Length of Workshop:

Content Reviewed:

Additional Support/Resources Needed From International Headquarters:

**District Retention Chairperson Annual Goals/Action Plan**

**Name:**

**District:**

**Date:**

List annual goals:

Action Plan:

Goal \_\_\_\_\_

Priority: \_\_\_\_\_ Timeframe: \_\_\_\_\_

<u>Step</u>	<u>Who is Responsible</u>	<u>Date Completed</u>
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Significant Results:

Comments:

## Appendix A

### District Retention Chairperson Job Description

#### *Goal Setting*

1. Set goals, develop and implement a club retention plan incorporating the goals and objectives of the district leadership. Communicate goals and plan to Multiple District MERL Team on or before August 1 of each Lions year.
2. Present a budget to the District council in order to fund a District Club Retention Program.
3. Develop and advertise a District Club Retention Program that includes incentives for district and clubs who contribute to the achievement of the prescribed levels of club development growth.

#### *Communication*

1. Communicate goals and implementation procedures to all club retention chairpersons and multiple district leadership.
2. Establish a monthly reporting system to foster open communication and to monitor each club's progress. Provide monthly feedback to club retention chairpersons acknowledging progress and offering assistance.
3. Keep the multiple district retention chairperson apprised of the district's club retention progress using the reporting system established by the multiple district retention chairperson.
4. Keep club retention chairpersons, club officers, zone chairpersons and region chairperson apprised of the district and club progress in retention.
5. Keep multiple district and district leaders apprised of club retention announcements from Lions Clubs International.
6. Communicate with MERL Team members at least once a month to ensure exchange of information and ideas, preclusion of redundancy of effort and development of plans to enhance the overall effectiveness of the MERL Team.
7. Advise the Membership Operations Department at LCI of needs of the district and the clubs.
8. Publish retention articles in the district and/or multiple district newsletters.
- 9. Beginning in July 2008 the MERL team also collaborates with the Global Membership Team (GMT). This team is explained in detail in the Teamwork for Growth manual.**

#### *Training*

1. Conduct a Club Retention Workshop at the beginning of each year for club retention chairpersons.
2. Provide club retention techniques, motivation and support using the Multiple District and District Retention Chairperson Guide, Club Retention Chairperson Guide and other tools and publications available from LCI.
3. Offer to assist club retention chairpersons in developing and conducting a Club Retention Workshop for club officers and club members interested in club retention.

## **Appendix B**

### **District Retention Chairperson Qualifications**

#### *Experience*

- A proven track record in membership retention/mentoring or similar experience such as successful organization in his/her profession, other association work, church or community

#### *Skills*

- Effective presentation skills (i.e., public speaking, workshop presenter, etc.)
- Strong interpersonal relationship skills
- Self-starter ability to successfully implement projects on his/her own

#### *Attributes*

- Credibility with other Lions in the district and in the communities within the district
- Desire and ability to work with others and an understanding of social and group dynamics
- Positive attitude and understanding of the need for club retention
- Available time to implement and assist with retention initiatives
- Willingness to commit to a three year term and accept no other position in the Lions association which would conflict with the time and energy needed for this position
- Ability to travel within the district
- Attend a MERL training event sponsored by the association

## Appendix C

### Multiple District Retention Chairperson Job Description

#### *Goal Setting*

1. Set goals, develop and implement a club retention plan incorporating the goals and objectives of the multiple district leadership. Communicate goals and plan to the Membership Operations Department at LCI on or before August 1 of each Lions year.
2. Present a budget to the Multiple District council in order to fund a Multiple District Membership Club Retention Program.
3. Develop and advertise a Multiple District Club Retention Program that includes incentives for district and clubs who contribute to the achievement of the prescribed levels of club retention.

#### *Communication*

1. Communicate goals and implementation procedures to all district retention chairpersons and multiple district leadership.
2. Establish a monthly reporting system to foster open communication and to monitor each district's progress. Provide monthly feedback to district retention chairpersons acknowledging progress and offering assistance.
3. Develop a monthly reporting system to the multiple district leadership keeping them apprised of the multiple's club retention progress. Include past district, multiple district and international officers.
4. Submit a quarterly report to the Membership Operations Department at International Headquarters on the status of club retention in the multiple district.
5. Keep multiple district and district leaders apprised of club retention announcements from Lions Clubs International.
6. Communicate with MERL Team members at least once a month to ensure exchange of information and ideas, preclusion of redundancy of effort, and development of plans to enhance the overall effectiveness of the MERL Team effort.
7. Advise the Membership Operations Department at LCI of needs of the districts and the clubs.
8. Publish club retention articles in the multiple district newsletter.
- 9. Beginning in July 2008 the MERL team also collaborates with the Global Membership Team (GMT). This team is explained in detail in the Teamwork for Growth manual.**

#### *Training*

1. Conduct a Club Retention Workshop at the beginning of each year for district retention chairpersons.
2. Provide club retention techniques, motivation and support using the Multiple District and District Retention Chairperson Guide, Club Retention Chairperson Guide and other tools and publications available from LCI.
3. Offer to assist district retention chairpersons in developing and conducting a Retention Workshop for club chairpersons and other club retention interested members.

## **Appendix D**

### **Multiple District Chairperson Qualifications**

#### *Experience*

- A proven track record in retention/mentoring or similar experience such as successful organization in his/her profession, other association work, church or community

#### *Skills*

- Effective presentation skills (i.e., public speaking, workshop presenter, etc.).
- Strong interpersonal relationship skills
- Self-starter ability to successfully implement projects on his/her own

#### *Attributes*

- Credibility with other Lions in the multiple district and in the communities within the multiple district
- Desire and ability to work with others and an understanding of social and group dynamics
- Positive attitude and understanding of the need for club retention
- Available time to implement and assist with club retention initiatives
- Willingness to commit to a three year term and accept no other position in the Lions association which would conflict with the time and energy needed for this position
- Ability to travel within the multiple district
- Attend a MERL training event sponsored by the association.