

# Exceeding Expectations

A club guide to providing positive membership experiences.



A Lion's membership experience determines their participation in club meetings and activities. It guides decisions to remain a member from year to year or not. Clubs that regularly assess their meetings, activities, and club culture to determine if the club is meeting the current needs of their members and communities are more likely to provide a positive member experience.

This guide has been developed to support the club membership chairperson and/or club officer team. It has been designed to take clubs through an easy assessment process to identify club membership strengths and challenges.

After member surveys are collected and results are reviewed by the survey administrator, LCI resources to support a positive member experience can be applied.

Use the 4-step process below:

## Survey Administration

### STEP 1

Working as a team (club membership chairpersons together with all club officers) and utilizing the [Club Membership Chairperson Transition Worksheet](#):

1. Vision: List and prioritize your club's objectives/goals
2. Planning: List the club objectives and goals that are the responsibility of the club membership chairperson
3. Success: Review your club's history of new member recruitment, member engagement, and dropped members over the last five years to create positive membership experiences.

Club objectives/goals	Priority (1 is high)	Club Membership Chairperson Responsibility Y = Yes

### STEP 2

Share with your club's members your desire as a club membership chairperson to maintain or create a positive member experience.

Distribute the member survey (provided) to club members - electronically or in printed format – explaining how their input will help maintain or improve the current club culture.

- This can be done via email or forms can be collected at a club meeting in a manner that allows the responses to be anonymous.
- Insert a date on the Member Survey Form for all surveys to be completed and returned

**STEP 3**

Use this form to record club member survey responses:

<b>Topic</b>	<b><i>Strongly agree</i></b>	<b><i>Agree</i></b>	<b><i>Disagree</i></b>	<b><i>Strongly disagree</i></b>
<b>Club Operations</b>				
Meeting times are convenient				
Meetings are engaging and productive				
Club officers are open to new ideas from members				
Club fees / dues are appropriate and effectively				
Service opportunities fit personal interests and passions				
<b>Social / Relationships</b>				
My relationships with club members are positive				
My relationships with club and district leadership are positive and equitable				
I feel a strong sense of belonging in my club				
I socialize with the members of my club outside of scheduled club activities				
<b>Club / Association Culture</b>				
New member invitations are encouraged				
Personal growth and leadership opportunities are encouraged				
My club sparks positivity and creativity				
<b>Overall Opinion of Club</b>				
My club is headed in the right direction				
I plan to remain a member of my club for the foreseeable future				

Notes: \_\_\_\_\_

\_\_\_\_\_

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**STEP 4**

Use the Exceeding Expectations Resources page to guide you to LCI resources that will help your club work through its challenges in the areas of:

- Club Operations
- Social /Relationships
- Club / Association culture

Based on club goals and objectives, historical information, and results of club member survey:

- What are the top 2 to 3 priorities/objectives that you can influence in your role as club membership chairperson or survey administrator?
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
- Using the Exceeding Expectations Resource List provided, identify which LCI resources will help educate, activate, and empower club members toward a positive change and member experience? (See list of resources on page 4)
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

Notes/strategies (optional): \_\_\_\_\_

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**STEP 5**

At the end of the fiscal year, be prepared to:

- Measure success and celebrate
- Make adjustments to existing operations, objectives and club culture where challenges were identified to ensure continuity and progress toward goals from year to year

## EXCEEDING EXPECTATIONS RESOURCE LIST

Using the categorized list below, select the resource(s) that provide the most appropriate actions for maintaining a positive member experience, or the most helpful solutions to challenges. As a team, discuss the available options and choose the next best step to support the development of a member experience that meets the needs of satisfied, life-long Lions club members!

<b>Recommended Resource</b>	<b>Description</b>
<b>Club Operations</b>	
<a href="#">Plan for Your Club's Success</a>	16-page guide to developing a vision for your club
<a href="#">Plan for Your Club's Success PPT</a>	Power Point presentation used to discover club strengths, ways to improve and new opportunities for growth
<a href="#">Your Club Your Way</a>	Customize club meetings to better suit the needs and lifestyles of club members
<a href="#">Membership Satisfaction Guide</a>	Ensuring members are engaged, happy and coming back
<a href="#">Club Quality Initiative</a>	Workbook to take club through a detailed process to help discover new ways to improve the way the club operates in the areas of new members, new service, leadership development, celebrating achievements
<a href="#">Club and Community Needs Assessment</a>	Resource to help apply club strengths and motivation to the needs and opportunities within the community
<a href="#">New Members – Welcome!</a>	An assortment of resources to orient new (or existing) members to the features and benefits of club membership
<a href="#">New Member Orientation Training Guide</a>	The information provided builds a foundation for new members and refreshes existing members – helping to understand club functions, roles, and the big picture of districts and the association
Mentoring ( <i>Lions Learning Center course</i> )	Course provides tips on stimulating creativity and creating an environment that supports innovation in the club.
<b>Social/Relationships</b>	
<a href="#">New Members – Welcome!</a>	An assortment of resources to orient new (or existing) members to the features and benefits of club membership
<a href="#">New Member Orientation Training Guide</a>	The information provided builds a foundation for new members and refreshes existing members – helping to understand club functions, roles, and the big picture of districts and the association
Team Motivation ( <i>Lions Learning Center course</i> )	Understanding what motivates your team. Presents three modules to provide strategies for motivating and leading.
Succession Planning ( <i>Lions Learning Center course</i> )	A course to help ensure long-term vitality of Lions clubs through new leader identification and preparation.
Working Together ( <i>Lions Learning Center course</i> )	Introduces learners to Lions International's anti-harassment policy – providing insight into how to comply with the policy, recognize actions that violate the policy and report infractions to the policy.
Conflict Resolution ( <i>Lions Learning Center course</i> )	Examines the causes of conflict and explores strategies to support conflict resolution
<b>Club/Association Culture</b>	
<a href="#">Club and Community Needs Assessment</a>	Resource to help apply club strengths and motivation to the needs and opportunities within the community
<a href="#">Service Launchpad</a>	Interactive tool to connect you with ready-to-go planning resources that help you serve the causes you care about
Managing Change ( <i>Lions Learning Center course</i> )	Understanding the process of change, identifying the stages of change adoption, examining resistance to change, and planning for implementing change.

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## Member Survey Form

Your club has decided to conduct a member experience assessment to identify strengths and challenges through a short member survey. Responses to this survey will be used by your club's leaders to create or maintain a club culture that meets or exceeds the expectations of its members.

Please complete the short survey below and return to your club membership chairperson or survey administrator by the due date noted below. Comments are optional. Your responses will be anonymous unless you choose to put your name at the bottom.

**Return to club membership chairperson / survey administrator by:** \_\_\_\_\_

Topic	Strongly agree	Agree	Disagree	Strongly disagree
<b>Club Operations</b>				
Meeting times are convenient				
Comments (optional):				
Meetings are engaging and productive				
Comments:				
Club officers are open to new ideas from members				
Comments:				
Club fees / dues are appropriate and spent effectively				
Comments:				
Service opportunities fit personal interests and passions				
Comments:				

Topic	Strongly agree	Agree	Disagree	Strongly disagree
<b>Social / Relationships</b>				
My relationships with club members are positive				
Comments (optional):				

My relationships with club and district leadership are positive and equitable				
Comments:				
I feel a strong sense of belonging in my club				
Comments:				
I socialize with the members of my club outside of scheduled club activities				
Comments:				

<b>Topic</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly disagree</b>
<b>Club / Association Culture</b>				
New member invitations are encouraged				
Comments:				
Personal growth and leadership opportunities are encouraged				
Comments:				
My club sparks positivity and creativity				
Comments:				

<b>Topic</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly disagree</b>
<b>Overall Opinion of Club</b>				
My club is headed in the right direction				
Comments:				
I plan to remain a member of my club for the foreseeable future				
Comments:				

Your name (optional): \_\_\_\_\_

Thank you for your input. Please return this form to the survey administrator by the due date shown above.