

## Retention Facts

- Research Shows: 50% of new members drop within first 3 years because of:
  - Lengthy/boring meetings
  - Club cliques & politics
  - Lack of meaningful involvement

## Solid Retention Techniques

- Focus on Working together – PRC2
- Focus on Meetings – PRC3
- Focus on Club Dynamics – PRC4
- Focus on Involvement – PRC5

## Each Retention Focus will use the same simple formula:

- Look closely at the current state of your club – ask probing questions
- Listen to input from fellow club members – you, committee, club, questionnaire (ME-15B)

- Learn where problem areas exist – trends, areas of concern, surprises, and differences
- Respond by implementing appropriate changes

## Focuses have many similar properties

- Are new members warmly welcomed?
- Is there a diverse membership base?
- Is there friction between club members?
- Are members encouraged to voice their opinions?
- Is there regular communication between members?
- Does your club feel like a unified group?
- Does your club have common goals?
- Do all your members know these goals?
- How is attendance at your meetings and service activities?
- Are there well-defined groups?
- Do these groups affect the functioning of the club?

- Are new members involved in activities immediately and are all members involved?
- Have same Lions been on the same committee for years?
- Do you know the member's interests and skills?
- Are meetings long and boring?
- What is the atmosphere during meetings – members inspired and motivated, well attended, upbeat and enthused?

## Solutions also have similarities

- Find a common ground for all members
- Set common goals
- Build a team
- Deal with conflicts
- Encourage Input
- Be receptive to changes
- Share enthusiasm
- Communicate constantly
- Keep things fresh
- Make new members feel welcome and harness their enthusiasm
  - If politics is a problem get back to basics – “We serve”
  - Kudos for club members

- Make it fun
- Good meetings:
  - Accomplish their goals
  - Are relevant and interesting for attendees
  - Start and end on time
- Strategies regardless of your style
  - Have an agenda and use it
  - Be prepared
  - Know basic parliamentary procedure
  - Ability to deal with difficult behavior
  - Ability to assert yourself when necessary – stay on track and use your gavel
- A typical Agenda Includes
  - Call to order & opening
  - Introduction of guests
  - Program – either before or after business, 30 minutes or less
  - Reading and approval of minutes

- Financial report and approval
- Old Business
- New Business
- Adjournment

**It is highly recommended that clubs read the Focus brochures listed above. (PRC-2, PRC-3, PRC-4, & PRG-5) and review LCI's Club Survey ME 15B. These are available on the MD-13 Website [www.ohiolions.com](http://www.ohiolions.com) or can be ordered from Lions Clubs International by calling 630-571-5466 and asking for Membership Publications**



**We Serve**

**MD-13 Retention  
Guide  
for  
Local Lions Clubs**

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