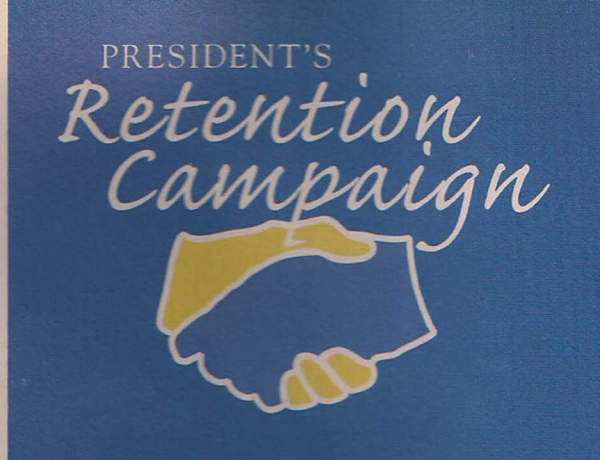


Re-focus, Re-energize, RETAIN Introducing the President's Retention Campaign



Recruiting new members is essential for ensuring the health of every Lions club. Inducting new members, though, is only the beginning. For long-term membership vitality, clubs must also focus on retaining members. To help with this important task, the President's Retention Campaign is being introduced. Spearheaded by International President J. Frank Moore III, the campaign was developed specifically for club presidents. It is designed to help presidents re-focus their efforts, re-energize their clubs and retain members. In addition to printed publications, the campaign features exciting new Internet-based support and training materials for club presidents and a special awards program recognizing retention efforts.

The President's Retention Campaign will help club presidents confront some tough statistics. Research has shown that 50% of new Lions members drop out of their clubs within the first three years. That's half of a club's new recruits leaving to pursue other opportunities! Fortunately, the three primary reasons for leaving clubs are known:

- **Lengthy/Boring Meetings:** The club meeting is an important component of the Lions experience. Meetings that are too long, unfocused and lack relevant content will leave members feeling as if their time is being wasted.

- **Club Cliques and Politics:** All club members want to feel a part of the group. Clubs that have entrenched, negative cliques, and whose business is mired by politics, will be objectionable to members.

- **Lack of Meaningful Involvement:** Members have joined Lions to give back to their communities. If they are not given opportunities to serve in a significant capacity, they will be dissatisfied with their membership.

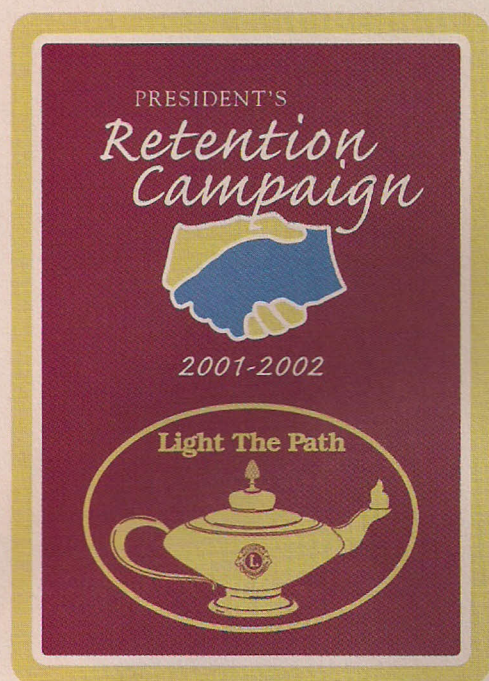
All three retention challenges are fairly easy to address. A variety of simple solutions exist for improving club meetings, eliminating negative cliques and involving all members in the club. These solutions can be applied whether a club needs major adjustments or a minor tune-up. They will keep clubs focused, energized and productive...which will lead to members wanting to stay in their club.

Help is Here!

New President's Retention Campaign materials have been created specifically for club presidents to help them address these important retention issues.

President's Retention Campaign Promotional Brochure: This publication, scheduled for distribution





to all club presidents in September, explains the campaign components. It is also available for downloading from the Publications and Logo Library on the association's Web site at www.lionsclubs.org.

President's Retention Campaign Clinic Series:

The clinic series is composed of three publications that individually address the primary retention challenges. Each clinic helps club presidents evaluate their clubs, identify problem areas and implement strategies for solving the problems. Focus on Meetings provides tips for keeping club meetings efficient, productive and interesting; Focus on Club Dynamics addresses club politics and cliques and gives advice for building a cohesive team; and Focus on Involvement offers strategies for making sure every club member is involved in club activities in a meaningful way. The clinics are available for use by any club – whether the club needs an intensive “make over” or simply a few minor changes to keep it on track. After identifying potential problem areas, club presidents can apply the suggestions that they feel best address their specific issues.

Club President Connection: This new feature on the association's Web site (www.lionsclubs.org) is the high-tech way to get retention program help. Created especially for club presidents, this section will feature a chat room, downloadable materials (such as the President's Retention Campaign Clinic Series) and “Issue of the Month,” where club presidents can voice their opinions on retention challenges and solutions. The Club President Connection will be updated monthly. Club presidents should visit often to check out new features and interact with fellow club presidents worldwide.

Earn Awards for Efforts

The President's Retention Campaign recognizes successful retention efforts in two ways. First, direct recognition for club presidents is stressed through new guidelines for the Club President Excellence Award. The criteria, revised this Lions year, have been structured to focus more on performance-based merits rather than administrative requirements. Net membership gain is one criterion emphasized more heavily in the new guidelines (complete rules are found in the President's Retention Campaign brochure and will be published in next month's issue of THE LION Magazine). Successfully implementing the President's Retention Campaign will help club presidents earn this coveted award. Second, a newly designed club banner patch will be available for clubs that make retaining quality members a priority. Clubs can earn this award two ways:

- 1) Demonstrate a net gain in membership during the Lions year.** Criteria for the award are based on club size as of July 1, 2001:

Club Size

Net Membership	Gain Necessary
41 or more members	6 or more increase in net membership
22-40 members	4 or more increase in net membership
21 or fewer members	2 or more increase in net membership

- 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 Lions year ending June 30, 2002 will also receive a banner patch to acknowledge their achievement.

Member retention is a cycle of success for both members and the club. It is an on-going team effort that can result in many benefits. Satisfied club members lead to a productive, efficient Lions club that will be an asset to its community. A successful club will be able to help more people in need and will be attractive to prospective members. Start building a cycle of success today by re-focusing, re-energizing and retaining members! ■



For more information about the President's Retention Campaign, please contact the Extension and Membership Division at (630) 571-5466, ext. 355; fax (630) 571-1691; e-mail retention@lionsclubs.org or visit www.lionsclubs.org.