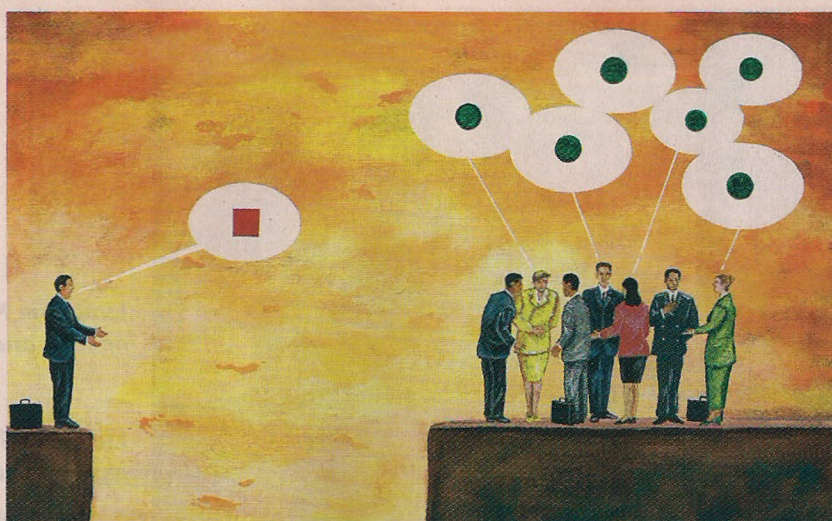


Focus on Retention

Recruiting new members is important for ensuring the health of your Lions club. However, identifying prospects, inviting them to join and inducting them into your club is only the beginning. For the long-term vitality of your club, you must also focus on retaining your members. Statistics show that 50% of new members drop out of Lions within the first three years. That's an astounding number.

The good news is that the reasons why members resign are known. Research has shown there are a few primary reasons. Understanding these reasons and knowing effective methods for preventing these drops can help your club retain the members you've worked so hard to recruit. That's why the President's Retention Campaign was created – to squarely address retention challenges and offer smart strategies and solutions.



Since its creation in 2001, the President's Retention Campaign has proved to be a terrific success. The general awareness of retention as a critical issue has been brought to the forefront and the retention of members has increased has improved by thousands. The campaign features resources to help members combat the primary retention threats:

Lengthy/Boring Meetings: Holding interesting and productive meetings is very important to the efficient functioning of a club. It is also important to members. Members want to feel that they are spending their time on something worthwhile. Planning and running effective meetings will help accomplish this.

Club Politics/Cliques: Making the club environment welcoming and productive will help all members feel interested and involved.

Lack of Involvement: Members who feel like they are an active, important part of the club will be far less likely to drop out. New members should be engaged immediately in activities that interest them.

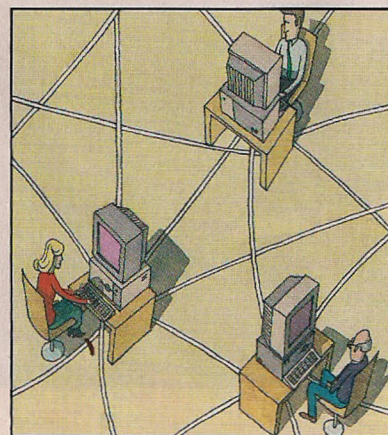
Working Together/Club Cooperation: Learning to appreciate the differences in a diverse membership and forming a cohesive group is vital to creating a smooth-functioning and productive team.

Program Resources

The primary resource for the President's Retention Campaign is the "clinic" series. Each clinic focuses individually on a specific primary retention threat. The clinics include an evaluation survey tool for taking a close look at your club, suggestions for tallying the survey evaluation responses, instructions for creating an action plan and strategies for tackling many retention challenges.

The clinics are easy to use and are appropriate for clubs that may need a major makeover and those that may need only a few minor adjustments. Many of the solutions offered in the publications are easy to implement and will result in immediate, noticeable changes which will go a long way toward keeping members motivated.

The President's Retention Campaign Clinic Series – *Focus on Meetings*, *Focus on Involvement*,



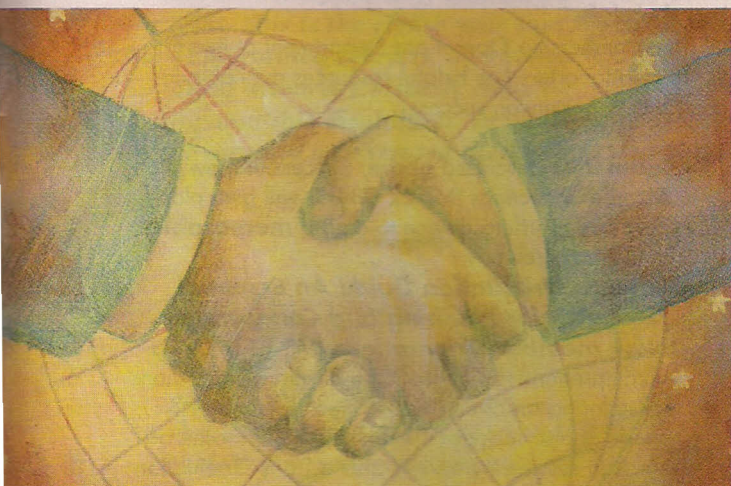
Focus on Club Dynamics and the newest publication, *Focus on Working Together*, is available from the Membership Operations Department at International Headquarters by phone at (630) 571-5466, ext. **356** or by e-mail at retention@lionsclubs.org. The documents are also available for downloading from the association's Web site at www.lionsclubs.org.

Another valuable resource for the President's Retention Campaign is the Club President Connection located at www.lionsclubs.org. The Club President's Connection includes a message from the international president and the Retention Connection newsletter. It is updated periodically throughout the year. The Retention Connection newsletter offers countless suggestions for handling the many retention challenges a club may face and has includes opportunities for members to share their retention-related ideas and experiences.

loss will also receive a banner patch to recognize their achievement.

During 2002-03, approximately 12,000 clubs worldwide qualified for President's Retention Campaign banner patches.

Keeping retention a priority will help Lions Clubs International remain the world's largest and most active service club organization in the world. Don't let your club's recruitment efforts become wasted by not following through with membership retention efforts. For more information about the President's Retention Campaign, visit the association's Web site or contact the Membership Operations Department at International Headquarters. ■



Available Awards

Clubs that address the retention issue and make keeping their new members a priority are recognized for their success. A special retention banner patch featuring the presidential emblem is distributed to those clubs that demonstrate a net gain in members for the Lions year. The criteria for the annual retention banner patch are based on club size:

| Club Size | Annual Net Membership Gain Necessary |
|---------------------|--------------------------------------|
| 41 or more members | 6 or more members |
| 21-40 members | 4 or more members |
| 20 or fewer members | 2 or more members |

Clubs that have had membership losses for the previous two years but attain a "zero" net **get or better**

