

MD19 Membership-Retention-Extension

Report by: PDG Laura Wintersteen-Arleth, Chairperson

Date Report Sent: May 23, 2016

My apologies for this late and incomplete report. I did not have the time to follow up with district chairs to make sure I had their reports. As most of you know, my husband, Roger took a fall on March 9 and sustained a traumatic brain injury. He was in the hospital and then in a rehab unit until May 6. They had determined he was not meeting rehab standards, so sent him home. He had 4 great days at home, making progress and then on May 9, he had some sort of neurological event, which put him into a coma. I was able to have hospice assist with care and was able to care for Roger in his home at his beloved Loon Lake until his death on May 17.

Thank-you to all DGEs. I have received all your action plans and goals for Membership-Retention and Extension for this next year. I encourage you to actively get your Club Support Team involved to assist you in attaining your goals. Meet regularly with the CST—get your Zone Chairs and Membership-Retention-Extension chairs at these meetings and regularly review where you are with your goals and what needs to happen. Make this next year the best ever. Thank-you to PCC Jim Kemp for keeping the stats for me.

	6/30/2015	4/30/2016
A	1176	1172
B	895	829
C	1443	1434
D	1425	1376
E	1475	1479
F	1348	1327
G	1388	1342
H	1752	1705
I-	1248	1217
TOTAL	12150	11881
		-269

I will send in a final report to the DGEs and their districts at the end of June on membership data.

I asked each Chair to send me what they consider their greatest success and goal. I heard from a few. I have highlighted comments. Thank-you to those who responded.

A: Teresina Lau: District 19A Membership Status: Opening Balance as of July 1, 2015: 1,176. Closing balance as at May 09, 2016: 1,166 (as per LCI record)

YTD total adds 171/Total loss 181 - a net gain of -10 as at May 9, 2016 (as per LCI record)

Total Club Count: 60 (plus 1 Lioness Club and 11 Leo Clubs) 58% of clubs with less than 20 members. Average member count per club: 19

The district goal of forming one New Club in the 2nd quarter Oct/Nov/Dec. has been achieved and another one at the last quarter April/May/June is still to be accomplished. I am glad to report that some of the clubs have done very well with their membership growth over the last two quarters.

Unfortunately, some of the clubs have incurred dramatic drops from 25.81% to highest 54.55% as at 3/31/2016. Will liaise with relevant Zone Chairs or Club Officers to find out the reasons for these drops, seek a solution to stop the drops if possible and see what can be done to help with retention.

I made regular postings on facebook promoting Membership & Retention materials from LCI such as "How to invite New Members & Start New Clubs, Ask One- start today etc. etc.", and also the last two issues of GLT/GMT Newsletter. 8 new member enquiries were forwarded from LCI to GMT this quarter which were directed to the relevant zones for further follow up.

As this is my third year as GMT District Coordinator, I was invited to be the Extension Chair for the coming term 2016-2017 and my replacement GMT will be PZC Clara Chow of Van. Diamond Lions Club.

I am aware of our DGE goals for the next term and will do my best to work with the team to achieve the goals.

B: Jacqueline Nelson: This has been a difficult year for District 19B. We have had net losses in membership for quite some time, but this year we're dealing with the loss of several clubs as well. Fortunately, many Lions have transferred to other clubs to continue their service.

A majority of the clubs that decided to turn in their charter cited difficulty in filling officer positions. It appears there's an administrative burn-out, and our volunteers simply want to spend their time doing community service rather than in leadership roles. Also, our supportive core is dwindling at the club, zone, and district levels, as we fail to recruit new leaders.

We are so proud of our hard-working Lions who make such a difference in their communities – we just need more of them!

1. Greatest success of this year in membership, retention and extension.

Merged Ballard Lions Club with Seattle University so their community projects can continue.

2. Are you continuing in your position as membership, retention or extension chair? If not, who is replacing you.

I will be replaced by Phil Johnson, from the Fairwood Lions Club.

3. Are you aware of your DGE goals for this next year? N/A

4. Success you have achieved in your district this year.

26 clubs added new members

17 clubs with 0 loss or net gain in membership

3 new Lions from LCI's website input for prospective members

5. Areas you feel there needs to continue to be work done.

We're working on better coordination within the Club Support Team so we're more focused on District strategy as pertains to membership.

6. A personal goal you had as chair and how you have worked towards that goal.

Promoting the advantages of having Membership Chairs at the club and zone levels to facilitate communication.

Included in cabinet reports, article in District newsletter; will promote officer training when dates are established.

C: DG Al Hedstrom: Greatest success of this year in membership, retention and extension: The mere fact that, as I type, this district is positive by one (and more expected before 30 June), is the greatest success. I wanted one new club and one campus club by the end of the year but I've settled for one new branch club. Success you have achieved in your district this year. While some clubs are actually pursuing ways to change for the better, many clubs are not yet ready to accept it.

D: Linda Shaffrick: Central area: Membership for the central area of D9 (which excludes the US clubs and the northern clubs) is at - 28. This is a result of 2 clubs folding - some members have transferred to other clubs, and 12 deaths.

E: Ken Cook-Retention: Success: restarting Spokane Suburban North. Goal: Remain positive.

Brian Ross: Membership: The best success story I feel for District E this year is our reaching out to the clubs with our Zone Chairs and our two VD Governor's. They have done a tremendous job of increasing our awareness of and to the clubs secretary reporting and discovery of the club needs. We have gone from the mid 70% area to the high 90%. I have been asked to continue next year as the GMT for our District E.

Our DGE has presented his goal outline to me for the upcoming year and I have agreed we can work with it. Keeping in mind the real time reports.

To date we have achieved a plus membership, are still working on a club in North Spokane, increased our club reporting to be in the 90% plus status, increase women membership and family units, and stop drops by a 10% goal. We also have all our Zone positions and both VD positions filled for next year.

Areas to continue work on consist of: club membership increases, women's membership increases, family memberships, club extension US and BC as well as retention. A strong group of lions for district club canvassing. Let's say 6-8 teams of two, motivated in starting new clubs and successful in asking and motivating new prospective business individuals.

My personal goal is to see our DG achieve 100% of his goals and for our District E to grow, realize success no matter how minuscule and have fun enjoying our Lion's family.

I also want to personally thank Laura for all her efforts in support of our lion's family and MD19. I am sorry she will not

be continuing on but understand why and her devotion to Roger. You're the best sweetheart.

F:

G:

H:

I:

With Roger's accident and progression in his health and not knowing what the future would bring, I notified Council Chair AI, VCC Enoch and the District Support team in early May that I would be resigning my last year as MD19 GMT. I will continue as co-chair of the MD Convention as we have already started much and having a co-chair helps. These decisions were made with much prayer and searching the bible for answers. Please know I will assist in any way I possibly can. I love being a Lion and treasure all of our friends we have met over the years. I just know I cannot fulfill the responsibility with the expectations I place on myself. I consider you all wonderful friends and love our time together and all that we have accomplished.

I challenge each District Membership-Retention-Extension Chair and DGs and VDGs to have strong goals for this next year and to follow through with your goals and action plans. Together, we can accomplish much. Challenge yourselves to be the very best.

I do hope to see all of you at the MD Convention in Spokane, October 20-22. Be sure to get your Roaring 20s outfits ready and have fun Roaring with Lions as we play, serve and learn.