

## MD 19 GMT (Membership-Retention-Extension)

Report by: Laura Wintersteen-Arleth

Date Report Sent: 2-7-16

**A: Teresina Lau:** Promoted CQI. Holding CST meetings every 2 months or as needed involving GLT, GMT members, which are held in person. Do not fill out dropped member forms, but do discuss. Has not promoted Membership/Retention 201 or Leadership 101. Membership-Retention-Extension info is shared in district via emails and Facebook. New club charter night to be held in March.

**Successes:** Membership numbers better as end of Dec. 2016 with 1,151 and Dec. 2015 was 1,143.

**Challenges:** Several clubs with less than 10 members which require retention and more recruitments.

**Ways MD can support district efforts:** Funding programs such as New Member and Mentoring Workshops and Leadership Training.

**B: Jacqueline Nelson:** Has not promoted CQI or Leadership 101. Has promoted Membership/Retention 201. Will possibly be having a Membership/Retention 201 at Spring Conference. Holds monthly CST meetings in person with GMT/GLT/Extension/PR/ZC and some other Cabinet meetings. Do not use or discuss drop forms. Shares Membership/Retention/Extension info in District newsletters. No new clubs this year—focus is really on retaining and building up clubs. Potential new members from LCI: 21. Potential members now members: 0, but this is due to multiple reasons, some wanting services, not membership. Others not responded once contacted. Chair is changing strategies for contacting in hopes of bringing some in.

**Successes:** Was going to lose a club, but was able to start the merge process in with another club. Another club will hopefully soon receive an influx of new members who are already serving their community as a group but would like to become Lions (and bring their service projects along with them!).

**Challenges:** 1 club cancelling charter. 1 club on suspension: has been inactive for some time, with no meetings or service projects and not paying dues.

**Ways MD can support district efforts:** Continue providing helpful hints via email.

**C: Erika Risley and John :** 3 Clubs participated in CQI/CEP. Promote Membership/Retention 201 with 6 clubs participating. Monthly CST meetings with cabinet and any interested Lions participating via GoToMeeting and in person. Exit surveys sent out to all members that are dropped. Hold membership open forums monthly. Potential new members:12 with 6 now members. John contacts clubs via phone calls, emails, meetings.

**Extension:** Have been canvassing in North Tacoma area for the past several months to charter a traditional Lions club but have had some drawbacks in the interim we are forming a club branch and has identified the parent club and guiding Lion. A campus club at St Martins University in Olympia is in the works, however the students will not return to campus until February 4. Information meetings have been scheduled on campus all day on February 4.

**Successes:** New clubs have attended membership forums that have not attended before.

**Challenges:** Retention in general. No particular reason has been identified. Noticeable is the diversity of the communities each group has their own service organization. A majority of the business people that works in Tacoma lives in another city and seems not to have an interest in the community of their clients. Our goal is to go forward positively in every respect.

**Ways MD can support district efforts:** More effective tools to assist clubs with retention.

**D: Steve Muenz 2<sup>nd</sup> VDG:** Promoted CQI with 1 club participating. Promoting Membership/Retention 201. Promoting Leadership 101. CST meetings held monthly.

**Challenge:** Appointment of a GMT.

**E: Brian Ross:** Taking steps to re-instate Spokane Suburban North, a club which turned in their charter earlier this year. Canvassing and an information night held, with the 2<sup>nd</sup> meeting scheduled. Several interested potential members. Present District membership is at -26. Currently BC with 25 new members, ID with 19 and WA with 12. MMR reports: Nov. 86% and Dec. 92%. Women membership is 33.22%, with the goal of 32%. Family Units are at 199 units, with 408 members. Goal is 210 units. CQI: 9 facilitators in district. 3 clubs will be completing soon. Retention: currently have lost 92 members, compared with 132 at this time last year. Gained 66 members, compared with 91 last year at this time.

**F: Judy Riggers:** District goals for membership-retention-extension reviewed with DG team—they are working on the goals. District has quarterly CST meetings and review the goals from the Healthy Club and MMRs. Share membership ideas via newsletters.

**Successes:** 56 new members since July, 2015

**Challenges:** Getting younger members. Encouraging clubs to file MMRs.

**G: Mark Koelsch/Cindy Sessions: No report received**

**H: Judy Portas--extension:** New Lions Club Charter ---- Surrey Central Lions 19H-5, Jan. 15th/16

New Leo Club Charter----Terry Fox Leo Club. Jan 19th/16

International Leo of the year awarded to, Leo Kyle Boutillier--Kwautlen Park Leo's

**Wendy Canessa—Retention:** Review goals with CST at meetings every 6-8 weeks. Promoting CQI. 2 PR people in district promote besides the chairs. Regular CST meetings held. Share info at CST meetings and via email to members.

**New Clubs:** 1 in January

**Successes:** Retention Chair produced 2 new brochures to share with clubs, which have had positive feedback.

**Challenges:** Ability to attend different zone meetings.

**I: Lyn Moreau:** Goals reviewed about every 5-6 weeks with CST at meetings. Goals are still in the works.

Health Assessment reports and MMRs are reviewed at the CST meetings. CQI/CEP and Membership/Retention 201 are promoted through District newsletters and the entire CST. No clubs chartered.

**Successes:** New club still holding on and trying to get better.

**Challenges:** Losing members and trying to build

### **MD19 GMT:**

1. 1<sup>st</sup> VDGs have been submitting their Membership/Retention/Extension goals for 2016/2017. Received so far: District C: Jan Weatherly, District E: Glen Barry, District F: David Welk. I appreciate the goals so the MD DST knows how to support the districts as they move forward in reaching their goals. **I would appreciate getting the rest of the goals please.**
2. I am focusing on membership through service. Since July, 2015, according to the recorded SARs, we have served over 300,000 hours and served over 3 million people. I am in awe of the service I see our individual clubs perform. Think about inviting a potential member to a service project. Let them see firsthand the service that your club performs. Then invite them to be a part of the service.
3. I would also like to encourage clubs to participate in a CQI/CEP. This is such a great way to evaluate your club, the needs of the club and community. I recently facilitated a CQI/CEP for a club in BC. This club is one that was very active and valuable in the community. They had a real focus on children and their families. The only elementary school in the community closed, which had many families moving out of the community. The club was feeling the loss of members and focused activity. They were having a hard time getting members involved. Their story is similar to I know of many clubs. When we met, there was one member who said he was on the verge of quitting because he felt there was nothing really to keep him there. Through CQI, this club was able to identify several areas of interest. They had to do some stretching and evaluating about the needs of their members and community. Because of the community needs survey, it was realized that even though they lost most of the younger community, there was a huge need in the senior population, which they had missed. So, after many discussions and setting goals and action plans, the club decided to focus on the seniors first with a bus tour light show event. Then a few days later, they sponsored Winterfest for the entire community. Then this summer, they are going to have a free community event at a ball park they manage.

These 2 paragraphs are part of the reports I received from them.

“We targeted 35 people and were surprised at the response. Residents have suggested other places to go and think the evening was a great success even if we had to car pool into town.( the bus was stuck in the snow prior to coming to Wasa) We are going to bounce some ideas for future trips off the club. We have had calls to see if there is another one planned. The seniors are glad to have someone else drive at night especially. The bus company has routine trips down the valley and to the US for shopping and the casinos. Considering trips to Calgary for shopping and theatre possibly. This was an extremely successful event for the community to socialize during the "at home" winter months. We started with a grant for the Columbia Basin Trust Community Initiatives to cover the \$600 bus charge. Ended up only paying half due to the carpooling. Made a profit that will go towards the next trip. The club voted to keep the \$300 unused CBT Bus money in the account towards the next trip also.

Hopes this gives you a bit more info . I would suggest other clubs that have a high senior's population try this as the seniors really enjoyed it.”

This club a few days later the club sponsored a Winterfest:

WinterFest on Dec 31 on Lions Grounds. The Clydesdales from Fort Steele were a great hit with wagon rides around the grounds and the Ladies from Fort Steele brought bread and baking from their heritage bakery at Fort Steele and sold out! There was hot chocolate, hot dogs and Bannock to keep energy up! Families played hockey on the ice rink while tots skated on the smaller rink or played with the curling ice stones. The two fires and straw bale seats kept people warm. There were approx 200 people that attended we are guessing.

Great job from a club that was struggling with what to do and now look at them. This is possible for all clubs and I anticipate there will be new members from their community who also want to serve.

4. I know districts are continually looking at your numbers and we need to be moving more in a positive way. I cannot stress enough there are tools, suggestions, programs and support available to each district from LCI and the Multiple District. Please take time to look at these resources and to use them. They do work. I have sent different resources to the district chairs, VDGs and DGs. I am more than happy to work with individual districts, zones or clubs to make your membership move in the positive way, but you have to ask.
5. PDG Brian Ross, GMT from District E compiles a report each month on clubs, with all vital info to assist the district in analyzing exactly where they are at all times. I have sent his template for all to use if they wanted. The more each member of your CST knows where you stand, the better you can be working on priorities and goals.