



**USA/CANADA
LIONS
LEADERSHIP FORUM**



“Keep ‘em from Leavin’”

**PRESENTERS:
DG Dick Silveira and
Barbara Toosley, PDG**

Please turn your CELL PHONES OFF

ALL TAIL TWISTER FINES WILL GO TO LCIF

PROGRAM

- **What History Tells Us**
- **Some Ideas to help keep'em**
- **The Pieces of the Puzzle**
- **Where you Fit In and How You Can Help**

FIRST

To understand how we
“KEEP’EM”,
we must understand how we
“LOSE’EM”



Team Exercise

You have 1 minute to identify the number one reason....



Why

They

Leave



Why

They

Stay

WHY LIONS LEAVE

- **Lack of leadership**
- **Expectations are not met**
- **Same old projects with the same people**
- **Lack of meaningful engagement**
- **Induction ceremony is poorly conducted**
- **No orientation program**
- **The “Play Ground Bully”**



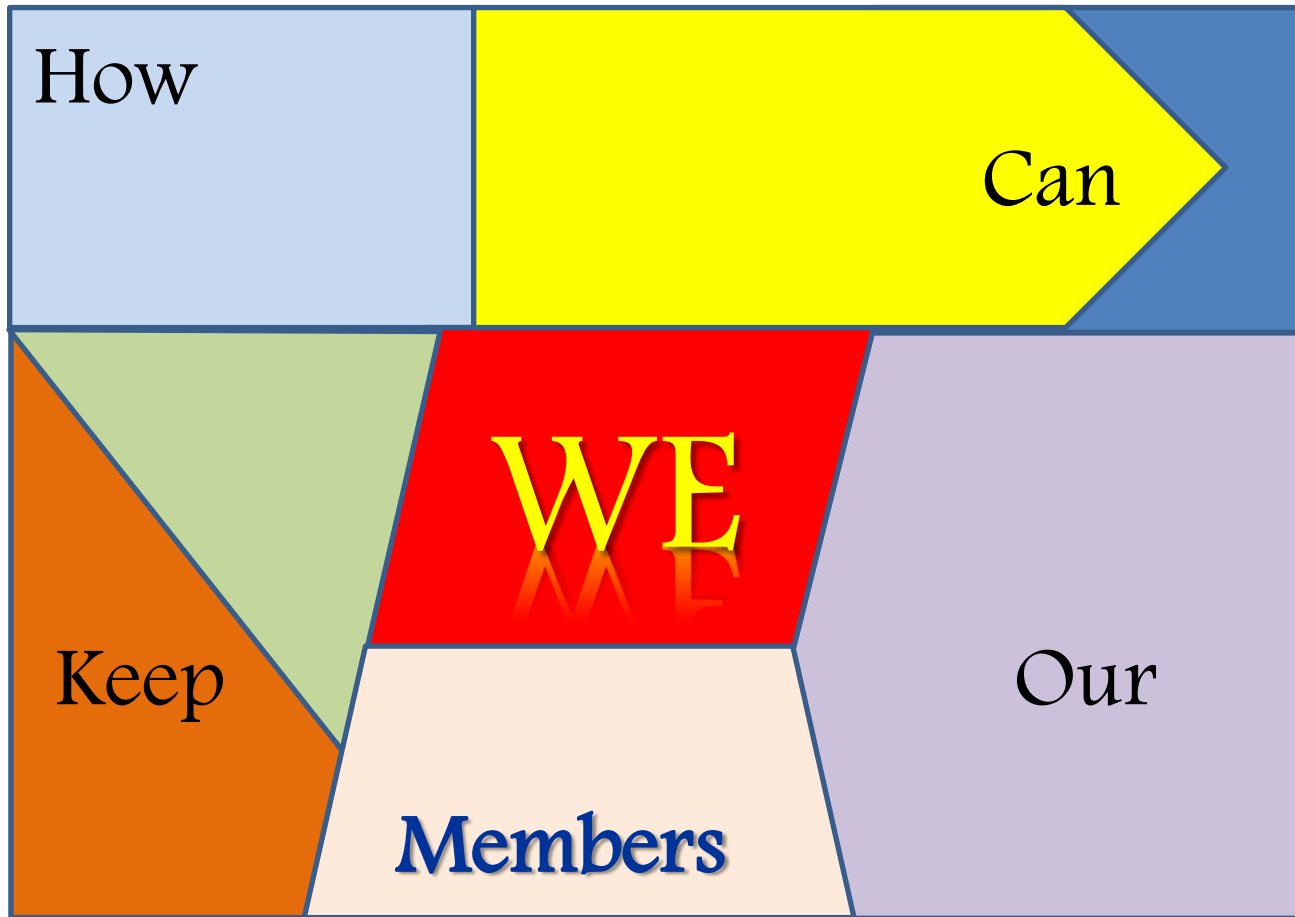
WHY LIONS STAY

- **Friendship**
- **Fun**
- **Knowing that people depend on Lions**
- **Feeling of accomplishment**



We do have a few
THOUGHTS
on what we might do to
“Keep’em.”





It's a puzzle, which **piece** it right for
your club?



**Are your Lions
a little frayed around the edges?**

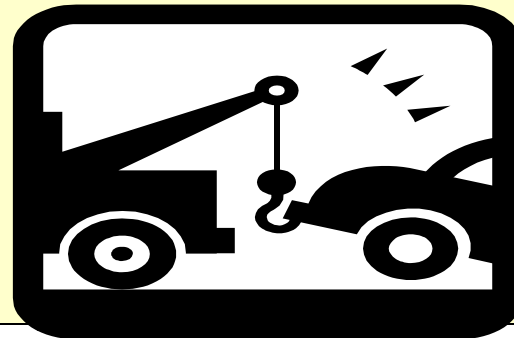


**Do they need to be
rejuvenated?**



What Does our Race Car Look Like

- Is it bright and shiny ready for new members
- Is it broken down and members are just waiting to jump off at the next pit stop



A serious Organization that needs to have FUN

Finding a way to laugh and work

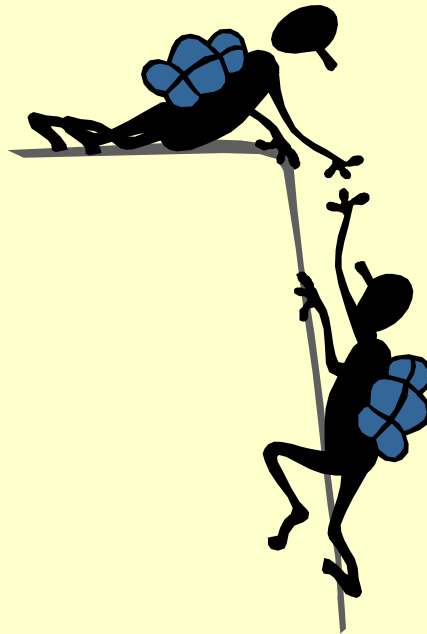
Understanding the Tail Twister

Never saying Never

Fun Ideas

- **Crazy Hat or Shirt Night**
- **Mystery Gift**
- **Funny or unique Award**
- **Club Social**
- **Tail Twister**
- **Your Ideas?**

We can only offer our
Members is the
Hope, Care and Love
that we give to those **we** serve.



Evolution of Lions Needs

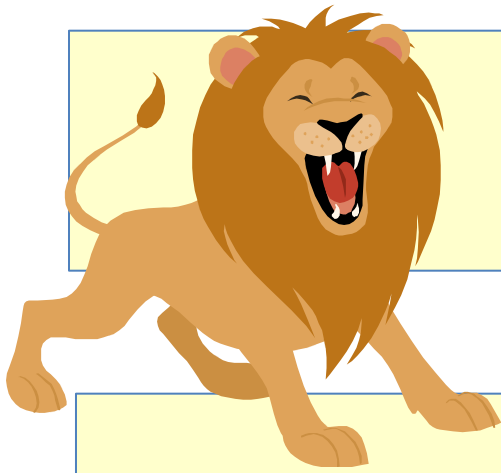
- **1 – 5 Years: Nurture, Develop, Orientate**
- **6 – 15 Years: Leadership Development**
- **16 +: Mentoring, Respected**
- **All Lions: To feel Valued and Proud**

How do we know?

Send a survey to new members after they have been a member for 6 months. Ask them:

- **What do you feel about being a Lion?**
- **Have you been assigned to a project committee?**
- **What ideas do you have for new project or fundraisers?**
- **What are your thoughts about the club?**
- **Have you attended zone or District meetings?**
- **?**





The ROAR Program

- **R** recruiting new members
- **O** orientating Lions
- **A** actively involving all Lions in the club
- **R** retaining current and new members

Together Attend

- A District or Multiple District Convention.
 - One District Cabinet meeting.
 - A District, Region or Club Orientation.
 - A Zone meeting.
 - Visit two other clubs in the Zone or Region.
- and
- Co-Chair one community service project.



The team has 18 months to accomplish these steps and will then receive their ROAR pin.



Maybe the personal touch?

A simple Postcard?





Lions Clubs International

HOW ARE YOUR RATINGS?

*An Essential Evaluation Tool For Clubs
Administrative Guide*



ME15 EN

Does your club have another problem?



**You remember that BULLY that was
on our Playground?**

They may now in our LIONS CLUBS.

**We tried that
before!**



We can no longer just sit by and allow one member to dominate and destroy **OUR clubs. We must stand up and address this issue.**



- **RELEVANCY is a key to getting and keeping members.**
- **How do you know your club is relevant to both the community and our members?**



Ideas.....

“Community

Needs

Assessment”





- **Introduce the Needs Assessment to the Club**
- **Appoint a Committee**
- **Develop a Questionnaire and Cover Letter**
- **Decide Who to Contact in the Community**





- **Survey Community Contacts**
- **Analyze Survey Results**
- **Share the Results**
- **Match the Results with the Club's Programs**
- **Make changes if Necessary**

www.lionsclubs.org Search for **"MK9A EN"**



The Club Excellence Process

Step 1: Why Are We Here?

Step 2: What Makes an Excellent Club

Step 3: How Can We Determine Our Needs?

Step 4: What Can We Do Next?

Help is just a click away

www.lionsclubs.org



MEMBERSHIP RETENTION

CEP Workshop

Lions Worldwide
Induction Day

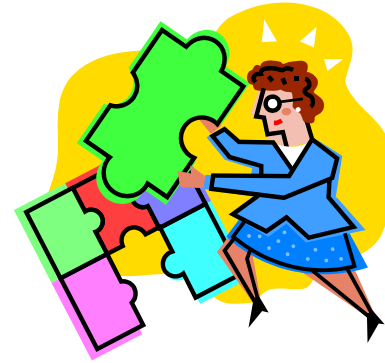
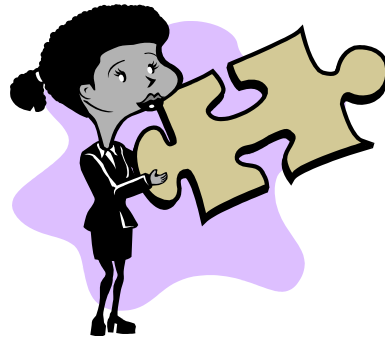
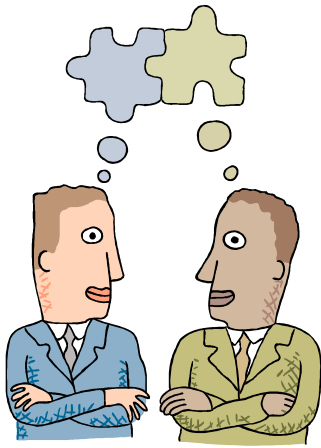
Membership &
Leadership Development
Resources



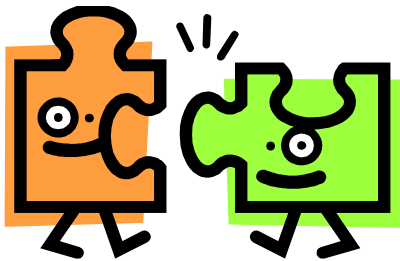
RETENTION (pdf)

- How are Your Ratings?
- Member Orientation
- Lions Mentoring Program Resource
- Excellence Award Initiative
- Club Health Assessment
- Club Rebuilding Award Initiative





PUTTING ALL THE PIECES TOGETHER



the Answer

There is no **one** answer. There are many reasons why we loose Lions and equally as many answers on how our Lions Clubs can work to keep our Lions.

But one thing is true, it is every Lions' responsibility to insure that our Clubs welcome new Lions, make everyone feel important.





You are the **KEY** to solving the **PUZZLE**

**Will you commit to
Keeping
one Lions from Leaving?**

YES

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Presentation available at:

www.indianalions.org

www.lions25a.org