

Retention Thoughts
CWB August 2017

I am writing this with the understanding that we lost 420 lions last year and have started this year with 200 lost. We must Close the Back Door. We will have to work at it – otherwise it will not happen.

Why does a Lion leave your Lions Club? Sometimes it is easy – they pass or they move.

Sometimes it is not so easy. If we ask they may tell us what is bothering them. Just as often when we ask, they tell us I do not have the time or ??

The only requirement to be a Lion is to pay your dues. How much time does it take to write a check. If that is all you do you are still contributing to many worthwhile causes (Texas lions camp, various natural disaster funds, vision care and screening and low or no vision support, LCIF, etc).

Further, do you eat lunch or whatever meal your club is organized around? If so ask whether they have time to eat lunch once/twice a month?

In the end, everyone has the same amount of time, the question is what you spend it on, what are your priorities --- and we all recognize there are things more important than Lions? The underlying reason, someone leaves your club is they do not see the value or gain the satisfaction or find the experience to be relevant to their life. But it is worth noting, there are some things we simply must find time for and spend some time on and one of those many believe is serving our fellow man.

To shut the backdoor, Lions have to see the value or realize the satisfaction. Start from the start, make the member feel welcomed – shake their hand, make sure the induction ceremony is meaningful, make sure someone (their sponsor or mentor) shows them the welcome booklet and takes them through the orientation program or process and follows up with the mentor mentee relationship. Make the meetings fun, informative, uplifting, etc. Make sure the club does service and fund raising projects.

Soon after they join, get them involved, assign them to some project, program or other duty. Make sure they feel like they own something. Recognize them for their contributions.

If they feel like they are an owner, part of something important and are appreciated they, in most cases, will not walk out the back door.

Thanks to all of the Lions of 2E2

Lets Serve,

Charlie, DG 2E2