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District 105CE Convention 2024

Lions International Membership **Goal and Objectives**

Lions Club International will reach 1.5 million members worldwide on July 1, 2027.

- All districts will add new clubs.
- All clubs will induct new members.
- All Districts to achieve positive net growth.

District 105CE Membership **Goal and Objectives**

District 105CE will reach 2030 members
By 2030.

- The district will add new clubs.
- All clubs will induct new members.
- All Clubs will achieve a positive net growth.



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How are We going to Grow Membership?

By using the Global Membership Approach



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The Global Membership Approach

- Rejuvenate Districts with New Clubs
- Revitalise Clubs with New Members
- Remotivate Members with New Service Projects
- Provide Leadership Development Opportunities
- Share achievements

Membership 2023-2024

- Increase Membership Recruitment
 - Target is to add 140 New Members (two Member in each club)

- Greater Members Satisfaction
 - Target is to reduce Dropped Members to less than 70 members (Make Members Feel Valued)

- Membership Growth
 - Increase the District Membership by 70 members (Net increase of one Member per Club)

- Club Development
 - To Develop 1 new Clubs

District 105CE

2023/2024 Target				
New Clubs Chartered	Members Added	Members Dropped	Net Gain	Total Membership
1	140	70	+70	1563

Actual ytd				
New Clubs Chartered	Members Added	Members Dropped	Net Gain	Total Membership
0	84	115	-31	1462



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What is the Challenge.

The greatest challenge is
Members Satisfaction (Retention)
and
Development of New Clubs.

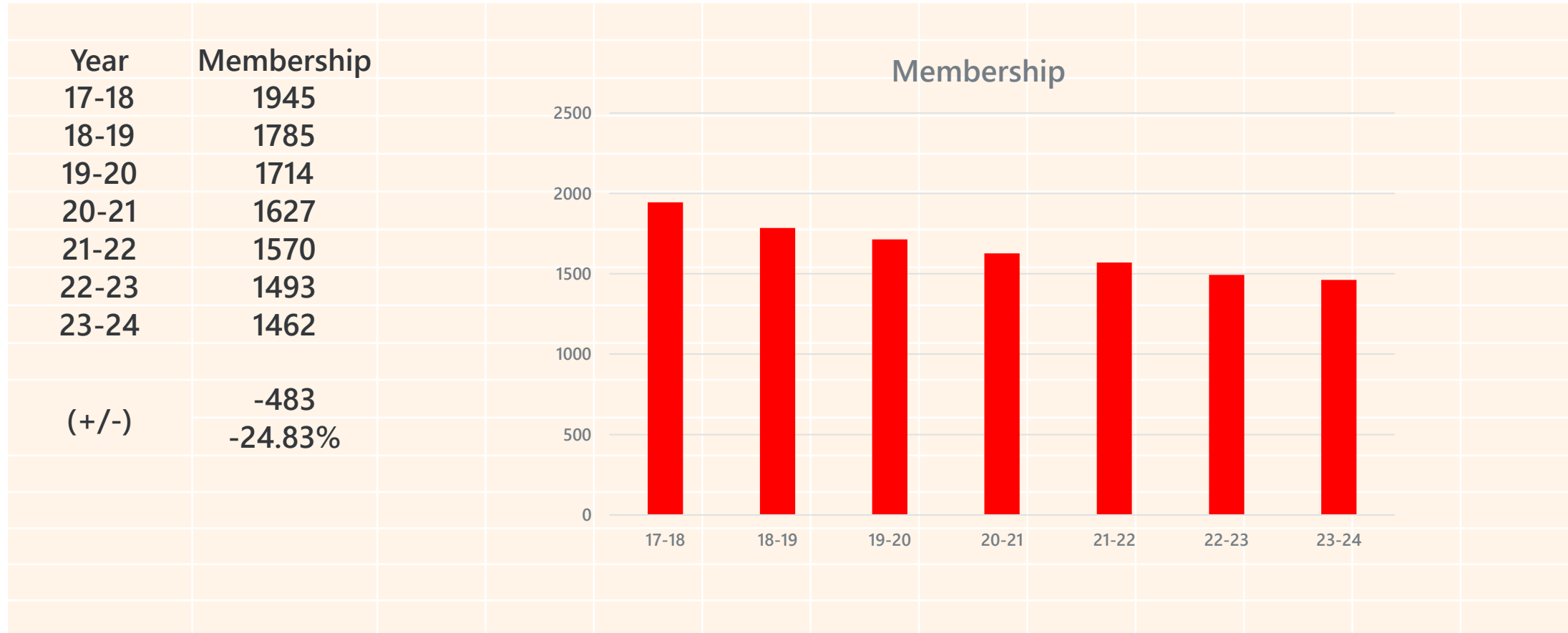
Members Satisfaction or Retention

- Dropped Members are at 115 ytd
- Target is no more than 70 dropped members by the End of the Year
- Forecast is **173** Dropped Members by the End of the Year

Club Development

- **Number of Clubs as at the end of June 2023 – 85 Clubs**
 - **Number of Clubs today = 82 (3 Dropped Clubs)**
 - **Target Clubs by the end of 2023/2024 – 86 Clubs**
- **Several existing Clubs are developing Club Branches**

District 105CE Membership Trend





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Ways to Recruit Members.

Ways to Recruit Members.

- **Develop Marketing Materials**
- **Promote Lions on Social Media**
- **Don't forget traditional media**
 - **Recruit while you Serve**
- **Host a member recruitment event**
 - **Share Lions Stories**
- **Make connections with your community**
 - **Just Ask !**

Member Orientation

- **Many Clubs inform their new members about their Club, do they inform them about the District, Multiple District and International?**

What have we done

Giving New Lions a Voice through 'New Voices' workshop

Introduced a New Members magazine to tell them about the Association.

Looking at a Just Ask Workshop

Members Satisfaction.

- **Survey carried out and found a large proportion of members who 'Resign in Good Standing' do so between 3 and 5 years of Service**

So what have we done

Introduced 3 year and 5 Year Service Recognition

Members/Club Development.

- **Club Health Assessment carried out each month**
 - 5 Clubs Cancelled in 2022/2023**
 - 3 Clubs Cancelled in 2023/2024 to date**
 - 82 Active Clubs in 2023/2024 to date**
 - 12 Clubs with under 10 members**

So what have we done

Introduced Certified Guiding Lion Development Programme –

30 Lions Qualified

Formed Club Branches At Trinity and Cambridge

**Looking at Forming Club Branches at Newark, Jaywick and
Haddenham**

Share Achievements.

- **Collect and share the achievements of Clubs**

So what have we done

**Held District Forums to Share our Clubs Success Stories
Published the Service Success Stories in
LIONS SHARE**



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So, why grow?

What are the opportunities for Lions?



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**We live and
grow to serve.**



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The world needs

LIONS

like never before.

Things to remember

- Growth is critical to our service and the future of Lions.
- We are accountable to each other and the communities we serve.
- Success depends on us and every other Lion.





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The Time to Act is Now

Before Time Runs Out





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Thank You