

PRESENTATION TO CLUBS

President _____, fellow Lions

Thank you for allowing me to be speak with you tonight

(Slide 1 – Re all Clubs wanting increased membership)

Many Clubs in Australia have participated in the Club Care survey, involving close to 6,000 members – a heavy majority of members wanted to strongly increase membership in their Club.

(Slide 2 – Re wanting members aged 35 – 49)

When identifying the age they would like the new members to be, while many indicated ‘any age will do’, there was clearly a desire from members for new members to be 35 to 49 years of age.

Well I’ve got some great news for you

(Slide 3 – Re 2% wanting to Join)

Does it surprise you to learn there’s around two hundred thousand people wanting to become a member of a Lions Club – this was identified two years ago when the Multiple District commissioned McNair Surveys to survey persons aged 18 to 90 years of age. Two percent were “***Very interested in joining a Lions Club***” – and fortunately there were many in the 35 to 49 age group

(Slide 4 – Re interest in all age groups etc)

In fact it was this age group where the second greatest interest was shown and on the screen you’ll see the order of interest You may also find it interesting to note that more people under 35 years, than those 65 and over, are interested in joining

(Slide 5 – Re interest from all groups in society)

The survey further revealed that in addition to age group interest, there was interest from nearly all groups geographically, all vocations and interest from all income groups

A Quick summary of the survey

(Slide 6 – Re awareness levels)

73% were aware of Lions and as you can see, no matter whether metropolitan or regional more than two out of three people were aware of Lions.

(Slide 7 – Re age group awareness)

Again, no matter the age group at least two thirds were aware of Lions

(Slide 8 – Re Strengths)

Respondents knew our strengths

Collect for good causes
Help the disadvantaged in Australia
Also helps people overseas
Relevant to Australia today
A good way to meet people
Has fun activities
Very patriotic
People just like me

(Slide 9 – Re Weaknesses)

On the not so positive side they felt that Lions work:

Takes a lot of time,
That it's more for older people
And more for men
And finally that Lions is a bit exclusive – it seems they do not know how to go about seeking membership

(Slide 10 – Re the summary)

Summing up they know of us, they do know our strengths and they also know some of our weak spots AND with this knowledge there's over two hundred thousand who are very interested in becoming Lions

We have a three way challenge:

(Slide 11 – Re the three way challenge)

First we must communicate with large numbers of people to flush out the two percent

Second, in our communication we need to reinforce the positives they already have about Lions

While third, we need to play down the negatives

I believe the members of this club can meet this 3 way challenge

First let's deal with finding these interested people – while there's around twenty gaining new member concepts in the new Multiple District Pride in Growth Club Membership Manual – when implemented correctly, including assimilation issues, the best proven way to significantly increase membership is to do a mail out to up to 500 residents inviting them to a Lions Information Meeting – Over time we've proven that when partners are added in, we're almost guaranteed a minimum of twenty will be at the meeting AND THAT'S 2% and means we've met the first challenge

At the Information Meeting we need to reinforce the earlier mentioned strengths in the Information Address and that's how we meet the second challenge

Also in the Information Address we overcome the negatives by explaining that members, time wise can fit in at the level which is right for them – We advise that men and women of all adult ages are eligible for membership, and finally we don't even have to deal with overcoming their thoughts that Lions is a bit exclusive – we've solved that problem by asking them to the Information Meeting.

Using this proven best practice method has two shortcomings:

(Slide 12 – Re the shortcomings)

First, too many clubs take short cuts and don't implement the plan in full – this normally results in a smaller number of people coming to the Information Meeting which in turn means you don't get as many new members.

Second, some Clubs, because of a lack of attention to assimilation, including giving new members the opportunity to immediately start serving, create an environment where members leave

It is therefore very important that the plan is implemented as intended and that considerable attention is given to the assimilation of new members

(Slide 13 – Re working with your Club)

With your agreement, I would like the opportunity to work with your Club, beside you, guiding you through the implementation stage and developing with you plans that will aid strong and satisfactory assimilation.

We're able to do this, as rather than just having a Membership, a Club Care and a New Club Chairman, District has trained a team of many Lions – this gives each of them, including myself, the **skills** and importantly the **time** to work with a selected group of clubs.

(Slide 14) – Re substantial, sustainable quality membership)

In working with you, we would prefer to fully plan, rather than immediately implement the membership campaign – it is much better to wait a little longer to ensure we build substantial and sustainable quality membership.

LEAVE THE SLIDE ON AFTER YOU'VE FINISHED