



Dear Club Retention Chairperson:

Congratulations on your appointment to Club Retention Chairperson! This position is critically important to the health and vitality of the Lions clubs in your area. Club Retention Chairperson is a considerable job, but it comes with numerous rewards. Your success in training and motivating your membership team will help Lions Clubs International maintain its position as the world's largest service club organization. Best of luck to you as you lead your team to outstanding retention accomplishments.

As a club retention chairperson, you'll be called upon to be knowledgeable regarding Lions Clubs International membership programs and policies; a capable leader and motivator in your club. The contents of this guide will help you with all these important tasks. This manual is to serve as the primary resource for your chairperson position. It contains an outline of your responsibilities, suggestions on making the most of your tenure as club retention chairperson and a list of valuable resources that will assist you in effectively performing your job.

Before you begin your term, please take the time to read this guide thoroughly. If you have any questions regarding this publication or your position, please contact us at (630) 571-5466 ext.356 or e-mail us at [memberops@lionsclubs.org](mailto:memberops@lionsclubs.org).

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Sincerely,

Membership Operations Department  
Extension and Membership Department  
The International Association of Lions Clubs

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## Three-Person Membership Committee

The Three-Person Membership Committee structure helps clubs make membership growth activities a priority by putting in place a strong, unified team to lead the club's efforts in those areas. It is composed of three elected members serving three-year terms on a rotating basis. The Freshman member, with three years remaining, is responsible for *membership*; the Junior member, with two years remaining, focuses on *leadership* and *retention* (this member is also the vice chairperson of the committee); and the Senior member, with one year remaining, concentrates on *extension*. The Senior member also serves as the committee's chairperson and is on the club's board of directors.

The Three-Person Membership Committee gives committee members time to gain valuable experience and gives the club continuity in membership-related areas. Other benefits include:

- Creating a stronger membership committee
- Ensuring appropriate emphasis on four vital aspects of club operation
- Reinforcing the importance of membership responsibilities
- Encouraging ongoing communication about membership issues with the club's board of directors
- Giving continuity to the committee's efforts
- Providing a direct link to the district and multiple district MERL Teams

If your club does not currently have a Three-Person Membership Committee in place, encourage club leadership to consider it. It will add a cohesiveness and depth to your membership, retention, leadership and extension efforts that will be far greater than if those committee chairpersons are working alone.

 **Learn More!** The Three-Person Membership Committee brochure (ME-29) includes a complete description of this effective committee system.

## **Club Retention Chairperson's Responsibilities**

Keeping members interested and involved in your club is instrumental to your club's success. Having a retention program in place will help ensure that the members your club worked so hard to recruit will remain valuable members of your club for years to come.

As club retention chairperson, your responsibilities include:

- Keep all members involved in club activities
- Understand all aspects of the President's Retention Campaign
- Examine your club for trouble areas that are in need of corrective measures
- Set realistic, measurable goals (approved by the club's board of directors)
- Develop an action plan for meeting goals (approved by the club's board of directors)
- Meet regularly with members of the membership committee
- Maintain contact with district membership chairperson to report status, share ideas, ask questions or seek advice
- Apply and follow through on recommended strategies
- Meet regularly with the members of the Three-Person Membership Committee (if applicable to your club)
- Keep all members adequately informed of club activities
- Maintain cooperation and respect among members
- Recommend retention strategies to club leadership
- Encourage new members and experienced members to consider a Protégé Lion-Mentoring Lion relationship through the Lions Mentoring Program
- Communicate with the club membership chairperson to ensure new members are immediately involved in club activities
- Conduct exit interviews with members who are leaving to ascertain their reasons for leaving and to see if any corrective measures could be applied to prevent additional resignations

As club retention chairperson, you will call upon a number of inner skills, including:

- ✓ Motivational
- ✓ Creative thinking
- ✓ Organizational
- ✓ Goal-setting
- ✓ Planning
- ✓ Leadership
- ✓ Communication
- ✓ Team building

## How to Begin

### *Get Organized!*

Before you begin your responsibilities for the year, take some time to thoroughly understand your position and get organized. The time you invest in the beginning of the year will be well worth it as the months progress. Some suggestions include:

- ✓ Review this manual and note any questions regarding your responsibilities that you might have.
- ✓ Order any resource materials listed in this guide that you don't already have. Review these materials.
- ✓ Meet with the former retention chairperson (if your club has a Three-Person Membership Committee, this person will now be in charge of extension efforts) to get a feel for what worked during the past year, what didn't and why. This information will be valuable as you plan your year.

### *Develop Goals*

Setting goals and committing them to paper is a very useful exercise. Goals help keep you focused and give you a device for measuring your success. Use the reproducible form at the back of this manual to help set retention goals.

- ✓ Meet with the club's board of directors and the club president to learn about any expectations they may have for the upcoming year.
- ✓ Meet with the Three-Person Membership committee to discuss expectations in all membership areas.
- ✓ Review past retention records.
- ✓ Determine your club's strengths and weaknesses in terms of retention – are there areas that can be addressed through the President's Retention Campaign Clinic Series?
- ✓ Define measurable goals for your club. Goals should be attainable, while still presenting a challenge to motivate members.

### *Create an Action Plan*

Once you have defined goals, develop an action plan to help make those goals a reality. Use the reproducible form at the back of this manual.

- ✓ Review the retention suggestions included in this guide.
- ✓ Review what has worked for your club in the past.
- ✓ Meet with the membership committee to brainstorm ideas.
- ✓ Develop a plan based on the ideas that will work best for your club.
- ✓ Share the plan with your club's board of directors and Three-Person Membership Committee. Revise as needed.

## Evaluating Your Club

If your club has serious retention issues and members are not interested and engaged, an ideal first goal is a complete evaluation of your club. The problems uncovered will not only help retain members, but will help your club attract new members and become a more vital, valuable part of the community. When evaluating your club, complete honesty is essential – do not sugarcoat any issues your club may have. Being honest and uncovering the problems that are present as well as creating a plan to address those issues is the best way to improve your club. Ignoring problems or dismissing their impact will only lead to more serious issues down the road.

Even clubs that are functioning well and retaining members benefit from annual evaluations to ensure that high quality operations are maintained and small problems don't become large ones.


There are two excellent publications for evaluating your club: the President's Retention Campaign Clinic Series (PRC-2, 3, 4 and 5) and "How Are Your Ratings?" (ME-15 and ME-15b)

### ***The President's Retention Campaign***

The President's Retention Campaign is a cornerstone for all your retention efforts. This program was developed to squarely address retention issues and provide solutions for common retention challenges. The campaign's primary resource is the President's Retention Campaign Clinic Series consists of four publications that concentrate on the top retention challenges. Each clinic offers an evaluation tool to help uncover problem areas, instructions for tabulating results, suggestions for developing an action plan as well as strategies for combating retention challenges. Whether your club has some serious issues to address or a few minor areas that need slight adjustments, the President's Retention Campaign Clinic Series has the resources you need to get the job done.

#### **President's Retention Campaign Clinic Series**


- ***Focus on Club Meetings – Smart Strategies for Keeping Your Meetings on Track:*** Lengthy/boring meetings are the number one cause of membership drops. Learn how to improve your meetings with the suggestions included in this guide.
- ***Focus on Involvement – Smart Strategies for Keeping Members Involved in Your Club:*** Involving members in activities that meet their talents and interests will help them become valuable, long-term members of your club. This guide contains excellent advice for helping members become actively involved and engaged.
- ***Focus on Club Dynamics – Smart Strategies for Handling Cliques and Politics:*** Negative cliques and politics can have a detrimental effect on a club. Minimize their impact and create a positive atmosphere with the helpful strategies in this clinic.
- ***Focus on Working Together – Smart Strategies for Club Cooperation:*** A club will be much more successful if its members work together in a constructive relationship. The suggestions in this clinic can help you build cooperation in your club.

 ***Learn More!*** The President's Retention Campaign Clinic Series includes four publications (Focus on Meetings – PRC-3, Focus on Involvement – PRC-5, Focus on Club Dynamics – PRC-4 and Focus on Working Together – PRC-2). There is also a general brochure that explains all the facets of the President's Retention Campaign (PRC-1).

### ***"How Are Your Ratings?"***

"How Are Your Ratings?" is a two-part comprehensive evaluation tool. It addresses all facets of a club's operations, from club atmosphere and goals to service activities, fundraisers and members' personal satisfaction. This resource comes with an administrative guide to walk you step-by-step through the evaluation process: conducting the evaluation, tabulating the results, interpreting the results and creating an action plan to tackle problem areas, as well as a reproducible club questionnaire.

“How Are Your Ratings?” is an outstanding annual evaluation tool for clubs. Its comprehensive nature allows a variety of potential problems to be uncovered and addressed.

 **Learn More!** The “How Are Your Ratings?” Administrative Guide (ME-15) and Evaluation Tool (ME-15b) are essential resources when developing your retention goals for the year.

### **Making Your Members Lions**

There's more to being a Lion than simply being inducted into a club. That puts your name on the membership roster, which is an important first step, but that doesn't automatically make someone a Lion. Becoming a Lion involves developing a vested interest in the club and, in turn, feeling like an important part of the club.


Developing that vested interest in the club takes time and the active involvement of the members' sponsor, the club leadership and the entire membership. It is essentially a three-step process of **INDUCT**, **ORIENT** and **INVOLVE**.

**INDUCT:** The first step is a meaningful induction ceremony. Holding a meaningful induction ceremony helps the new member feel that membership in the club is important and valued. Induct new members promptly and be sure your ceremony is special.

**ORIENT:** Next, new members need to thoroughly understand what it means to be a Lion. Brief them on the responsibilities and benefits of membership, club projects and goals, the association as a whole, etc. Give new members ample opportunities to ask questions and provide them with printed resource materials they can keep on hand as a reference. (It is always a good idea to refer them to the Lions Clubs International official Web site for helpful background information.)

**INVOLVE:** The last step is to involve them in the club. There are several ways to involve your members. Members need to be involved on a social level with the other members of your club. Make sure that your current members are friendly and welcoming to new members and ask that the sponsor help facilitate members' entry into the club. Identify the new members' skills and interests and assign responsibilities to him/her that make the best use of his/her specific talents.

Effectively guiding new members through these steps will help them make the transition from new recruit to active Lion. However, your job doesn't end there. Lions – both new and long-standing – need nurture and care throughout their tenure. Keep kindling their vested interest and involvement in your club by continually showing them that you care about their welfare and satisfaction with being a Lion. The result? A club filled with active, satisfied members dedicated to serving your community and interested in sharing their positive experience with potential new members.

 **Learn More!** Meaningful New Member Inductions (ME-22) contains all the information needed to plan an appropriate induction ceremony. The Orientation Guide (ME-13) and Orientation Refresher Series (ME-13b-f) are perfect for helping your members, both new and old, gain essential knowledge about Lions Clubs International.

## Retention Tips and Techniques

At their most basic level, clubs that function successfully – have appealing service and fundraising projects; hold interesting meetings; involve all members; communicate effectively both within the club and the community; have members that work well together and are a valuable part of the community. Efficient clubs will be able to retain their members far more easily than one that is unsuccessful in those areas. Shaping up retention and membership strategies may take more work for some clubs than for others. But even if your club has some serious issues to address, most of these can be corrected with a unified, honest commitment from club leaders and members working together. The bottom line is – whether your club is well run and productive or is facing some major challenges – retention is something that must be continually addressed and not taken for granted. An effective membership retention effort doesn't just happen; it has four equally important working parts:

1. The cooperation of your club's officers and directors
2. The work of the membership and retention chairpersons (and committees, if applicable)
3. The understanding and cooperation of all club members
4. A well-planned, efficiently executed membership retention program

In addition to the tips included in the President's Retention Campaign Clinic Series, there are an abundance of strategies that you can use to combat common retention challenges.

### *New Member Strategies*

- ❑ **Hold a Round Table Discussion:** Plan a meeting with the sponsor, prospective member and a small group of club members (including the club president, club secretary, one or two members of the board of directors and one or two additional members) to discuss various aspects of being a Lion. Discussion items include what is expected of the prospective member, the cost of being a Lion, club goals, as well as planned events. This round table discussion should take place immediately following the regular meeting attended by the prospective member. This is an excellent way to ensure that the new member understands exactly what to expect during his/her membership.
- ❑ **Plan a Social Gathering:** Have new members meet with the club president and other officers in an informal way, outside of the club environment, giving them a chance to get acquainted and ask questions regarding club operations.
- ❑ **Assign Greeter Duty:** Ask new Lions and their sponsors to stand at the entry for the next six weeks to greet the members. This gives them an excellent opportunity to know club members better.
- ❑ **Build Social Bonds:** Make a very special effort to integrate new members into social aspects of the club. Members should try to socialize with new Lions during and outside of club meetings. In this way, members feel a strong attachment to the group. Also, share personal experiences with your fellow Lions: a birthday, an anniversary, a son's or daughter's marriage should be known by the whole group. Members should be at a fellow Lion's side on happy occasions, as well as on those of sadness.

### *Involvement Strategies*

- ❑ **Involve New Members Promptly:** After the induction ceremony, immediately assign the new members to active committees that meet their interests or give them tasks of their own choosing. These should be tasks through which meaningful contributions to their club and the association can be made. New members should be teamed with their sponsors or veteran members, but should not be overwhelmed with duties.
- ❑ **Create a Rookie Committee:** Create a rookie committee consisting of all new members. The members of this committee are asked to develop new projects for their group as well as participate in other club activities.
- ❑ **Assign Accountable Responsibilities:** Involve all members (new and old) with responsible and accountable tasks. The three club vice-presidents should be constantly involved in overseeing committee activities to ensure adequate performance with necessary changes to accomplish their goals.
- ❑ **Increase Responsibility:** Assign senior members tasks commensurate with their years and capabilities. Care should be exercised not to demand more of them than they can give.
- ❑ **Rotate Assignments:** If they are willing, rotate committee members every year for different projects with specific job responsibilities. This encourages members to become more active and to increase their knowledge of the club.
- ❑ **Involve Members' Families:** This gives the membership an extra boost and encourages members to remain active. There should be activities for members and their families that are not club projects but a time to relax, such as a picnic, Christmas party, Valentine's Day dinner, etc. Further, plan projects where the Lions' family members work side by side with the club members.

### *Recognition Strategies*

- ❑ **Present Awards:** Club secretaries should order all the awards that Lion members are entitled to from Lions Clubs International, as well as those offered by the district. The awards should be presented in an appropriate manner, either at a regular meeting in front of the entire membership, during a family night, or during new officer installation where the district governor can do the honors.
- ❑ **Say Thanks!:** A sincere thank you for a job well done, whether given during a club meeting, one-on-one, or in a written note, will go a long way toward letting a club member know his/her efforts are appreciated.

### *Communication Ideas*

- ❑ **Interpersonal Communication:** Be sure the club's leadership team is "on the same page" regarding club policies, goals and decisions so each officer is able to answer questions and provide guidance to members. Board meetings and committee meetings provide ample time to discuss items in detail and to clear up misunderstandings before issues are presented to the general membership.
- ❑ **Club Meetings:** Club meetings are an excellent opportunity to communicate information to the general membership. Create an environment that encourages members to ask questions if they are unclear about something. In addition to using club meetings to impart knowledge, use them to celebrate successes and motivate members as well.
- ❑ **Club Newsletter and Web Site:** Use these communications vehicles to reinforce and build upon items presented in club meetings; explain new policies and programs; remind members about important dates; report progress on various activities and celebrate club success. Be sure the newsletter editor and Webmaster are completely in the loop so that the information they present will be accurate.
- ❑ **Lions Information:** Include Lions information at every club meeting, where a Lion gives a two-minute talk on some aspect of the Lions, both local and international. It is a great way to inform new members and keep older members up-to-date on what's happening in the association. Another suggestion is to plan and conduct a Lions Orientation Refresher Series with the club membership chairperson.

### *Attendance Strategies*

- ❑ **Monitor Meeting Attendance:** If a member is absent from four consecutive meetings without a known reason, that member's sponsor or the attendance committee should follow up with that person and find out the reason for missing the meetings. If there is a complaint or grievance from the member, take immediate action to correct the situation and retain the member.
- ❑ **Use Phone Squads:** Assemble a phone squad to call members encouraging them to attend the meeting that day. This is a great method for enticing inactive members to attend meetings. As a direct result, these members often seem to regain enthusiasm about club projects.
- ❑ **Try a Lighthearted Tactic:** At each meeting an inactive member is selected and a stuffed lion is dropped off at the member's home or business place. It becomes the member's responsibility to return the lion in person at a regular meeting, where the returning member is properly greeted and recognized. The stuffed lion is then sent along on its next assignment. The whereabouts of the stuffed lion should be regularly publicized in the club newsletter.
- ❑ **Create a "Buddy" List:** Have the club secretary assign each member a "buddy" and prepare a list with names and phone numbers of each "buddy" team. "Buddies" are responsible for ensuring that their assigned teammate attends the

- ❑ **Produce a Desk Calendar:** Print and distribute a desk calendar for the fiscal year that reminds members and their spouses about the club's scheduled meetings. Print the meeting schedule in your club's newsletter and post it on the club's Web site as well.
- ❑ **Take a Roll Call:** Ask the club secretary or attendance committee chairperson to verbally take a roll call at each meeting. The Lions present are then asked to call those absent, saying that they were missed while encouraging them to attend the next meeting, and to inform them of any upcoming committee or board meeting so that they could arrange a make-up.
- ❑ **Create a Point System:** Begin by dividing the entire club into groups with an equal amount of people in each group. The groups choose a leader who ensures that at every meeting the whole group attend. One point is given for each member in attendance at each meeting. At the end of the year the group with the most points is announced. The leader of that group gets a certificate issued by the club president and the winning group gets a prize paid for by the members of the losing groups (such as a club party or celebration).

### *Club Meeting Strategies*

Some basic ingredients for successful meetings are:

- ❑ Prepare and follow a proper agenda. (This point cannot be emphasized enough – agendas are critical to meeting success!)
- ❑ Plan meetings to be interesting, entertaining and informative.
- ❑ Start on time and end on time.
- ❑ Create a congenial atmosphere.
- ❑ In a meeting, seating arrangements become important. Some members, especially new members, may not be outgoing. By changing the seating arrangements from time to time, members will get better acquainted and feel more at ease. Changing the seating arrangements helps eliminate cliques.
- ❑ To ensure interesting programs for the whole fiscal year, the program committee divides the membership into groups of two. Each pair is assigned the responsibility for one program during the year.
- ❑ Have the program chairperson keep a good program or two available that can be substituted on short notice
- ❑ Announce the program for the following meeting in advance.
- ❑ Encourage all members to attend board meetings even though only board members have voting privileges. It is particularly valuable for new members to attend and learn the business operations of the club.

### *Leadership Strategies*

- ❑ **Develop a Chain of Command:** Proper leadership is essential for the club's success and contributes to every member's development. Each club should ensure that a definite chain of command exists and that problems arising at a lower level are handled at that level. This increases the leadership abilities of the members involved and will, in turn, develop them into better leaders.
- ❑ **Create a Harmonious Atmosphere:** Club presidents should encourage respect among members, maintain a harmonious atmosphere, allow fresh ideas to be tried, and let members present their ideas even if contrary to tradition.

- ❑ **Solve Problems Promptly:** If a problem arises, the club president should meet with the parties involved to discuss it and reach an amicable solution. It is important not to let problems brew.
- ❑ **Encourage Communication:** Club officers should hold informal coffee or dinner sessions where any member, committee, or group can come and discuss problems, make suggestions or get advice.
- ❑ **Keep Activities Fresh:** Encourage members to attend other clubs' meetings, thereby creating bonds of friendship and cooperation among neighboring clubs, while exchanging ideas on fund-raising projects and service activities. Periodically try something new!

#### *Miscellaneous Helpful Strategies*

- ❑ **Encourage District Function Attendance:** Encourage all members, especially new members, to attend regional and zone meetings, as well as district, multiple district and international conventions. The experience and understanding of the association gained from those events is very valuable.
- ❑ **Create a Payment Plan:** For members with financial difficulties, develop a dues installment payment plan, allowing them to continue in the club.
- ❑ **Emphasize Public Relations:** A well-planned and comprehensive public relations program has numerous benefits for every club, including instilling club pride and stimulating membership retention. Be sure your club public relations chairperson is taking advantage of all the opportunities available to publicize the club within the community.
- ❑ **Appeal to Younger Members:** A nucleus of officers and members under the age of 40 makes the club attractive to younger members. Younger members are encouraged to propose member prospects and friends their own age.

#### *Take Action Early and Often*

The best time to retain members is BEFORE they show signs of losing interest. It is much easier to keep someone happy and satisfied than it is to make him/her happy once they've become disgruntled. Make sure members know that the club leadership cares about them and their satisfaction as members. Keep your club in tip-top shape by following the evaluation recommendations in this guide.

Even with your hard work, some members may lose interest in the club. Classic signs of dissatisfaction include:

- Not attending meetings
- Not paying dues
- Not participating in service activities, fundraisers or social activities

If a member shows any of these signs, contact the member (or have their sponsor contact them) immediately to ascertain the reasons for not participating. Take steps to correct the situation and retain the member as soon as possible.

### **The ABCs of Retention**

Following are some simple-to-implement tips that make retention success elementary!

**A is for Agenda:** Don't run a meeting without one!

**B is for Building a Better Tomorrow:** Participate in this year's ambitious International Program and watch your club grow!

**C is for Community:** Make sure your Lions club is a vital part of the community by planning service activities that fulfill pressing needs.

**D is for Dedication:** This is one of the key characteristics of a successful volunteer!

**E is for Evaluate:** Take the time to evaluate your club and create an action plan to implement necessary changes. The President's Retention Campaign Clinic Series and "How Are Your Ratings?" can help get the job done right!

**F is for Fellowship:** Plan social activities for club members to build the bond of fellowship between them.

**G is for Grow:** Look into ways your club can grow this year. Consider one of the new extension opportunities such as a New Century Lions Club, Club Branch, Lioness Lions Club or Campus Club.

**H is for History:** Acknowledge the rich history and traditions of Lions while planning for future success.

**I is for Involve:** Make each member an essential part of the club by involving them in meaningful activities.

**J is for Jump:** Be proactive and jump into action at the beginning of the Lions year. Your positive attitude will be infectious.

**K is for Knowledge:** The best Lions are informed ones. Encourage your members to have a thorough understanding of your club, its goals and its history.

**L is for Leadership:** Future leaders are important for building a strong club.

**M is for Meetings:** Long/boring meetings are the number one retention challenge. How do yours measure up?

**N is for New Members:** A club can't grow without them!

**O is for Orientation:** A proper orientation is the best way to get a new member off to a great start.

**P is for Publicity:** Don't be afraid to "toot your own horn." Obtaining publicity for your club's worthwhile activities will help ensure its success.

**Q is for Quality:** Strive for quality in everything you do, whether it be recruiting new members or beginning a new service activity.

**R is for Recognition:** Recognize the outstanding efforts of your members at every opportunity.

**S is for Strategies:** Turn to the President's Retention Campaign for successful strategies to combat all your retention challenges!

**T is for Team:** Remember, Together Everybody Achieves More.

**U is for Unity:** Sharing common goals will help your members feel united.

**V is for Variety:** Try something new to keep your members interested and involved.

**W is for We Serve:** This is the motivating force behind what all Lions do.

**X is for eXtra:** Anything worth doing is worth doing well; encourage extra efforts from all your team members.

**Y is for Year-Round Growth:** Quality members aren't only available during certain months of the year. Focus your efforts consistently all year-round.


**Z is for Zest:** Can you take care of business and still have fun? You bet! Make your club enjoyable and productive.

## Lions Mentoring Program

The Lions Mentoring Program offers an outstanding opportunity for both new and seasoned Lions to deepen their involvement in Lions Clubs International. Through the development of a Mentoring Lion-Protégé Lion relationship, the pair advances through four levels of leadership and professional skills development that will have a lasting impact on both the participants. Following carefully developed guides, the Mentor and Protégé will progress through:

- Lions Mentoring Program Level One: Responsibility
- Lions Mentoring Program Level Two: Relationship
- Lions Mentoring Program Level Three: Results
- Lions Mentoring Program Level Four: Replication

As the Protégé Lion moves through the program, he/she will experience increasingly involved leadership experiences, culminating the tenure of club officer.

 **Learn More!** There are six publications for the Lions Mentoring Program: a general descriptive brochure, "The Lions Mentoring Program: A Journey to Self Development" (MTR-10); the Lions Mentoring Program Guide (MTR-5), and the four Level Planners – Level One: Responsibility (MTR-1), Level Two: Relationship, Level Three: Results and Level Four: Replication.

## Resources

### *For More Information*

For any questions, comments or concerns regarding your position or retention issues, please contact:

District Retention Chairperson

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Multiple District Retention Chairperson

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

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## Publications List

The helpful resources listed throughout this guide can be ordered from the Membership Operations Department at contact information listed above, or downloaded from the Resources section of the association's Web site. Publications referenced in this guide are:

- 📖 Three-Person Membership Committee brochure (ME-29)
- 📖 The President's Retention Campaign brochure (PRC-1)
- 📖 The President's Retention Campaign Clinic Series Focus on Meetings (PRC-3)
- 📖 The President's Retention Campaign Clinic Series Focus on Involvement (PRC-5)
- 📖 The President's Retention Campaign Clinic Series Focus on Club Dynamics (PRC-4)
- 📖 The President's Retention Campaign Clinic Series Focus on Working Together (PRC-2)
- 📖 How Are Your Ratings – Administrative Guide (ME-15)
- 📖 How Are Your Ratings – Questionnaire (ME-15b)
- 📖 Meaningful New Member Inductions (ME-22)
- 📖 Orientation Guide (ME-13)
- 📖 Orientation Refresher Series (ME-13b-f)
- 📖 Lions Mentoring Program brochure (MTR-10)
- 📖 Lions Mentoring Program guide (MTR-5)
- 📖 Lions Mentoring Program Level One Planner – Responsibility (MTR-1)
- 📖 Lions Mentoring Program Level Two Planner – Relationship (MTR-2)
- 📖 Lions Mentoring Program Level Three Planner – Results (MTR-3)
- 📖 Lions Mentoring Program Level Four Planner – Replication (MTR-4)

**Club Retention Chairperson Annual Goals/Action Plan**

Club Name:

District:

Date:

List annual goals:

**Action Plan:**

Goal \_\_\_\_\_

Priority: \_\_\_\_\_ Timeframe: \_\_\_\_\_

<u>Step</u>	<u>Who is Responsible</u>	<u>Date Completed</u>
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Significant Results:

Comments:

**Action Plan:**

Goal \_\_\_\_\_

Priority: \_\_\_\_\_ Timeframe: \_\_\_\_\_

<u>Step</u>	<u>Who is Responsible</u>	<u>Date Completed</u>
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Significant Results:

Comments:

**Action Plan:**

Goal \_\_\_\_\_

Priority: \_\_\_\_\_ Timeframe: \_\_\_\_\_

<u>Step</u>	<u>Who is Responsible</u>	<u>Date Completed</u>
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Significant Results:

Comments:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_