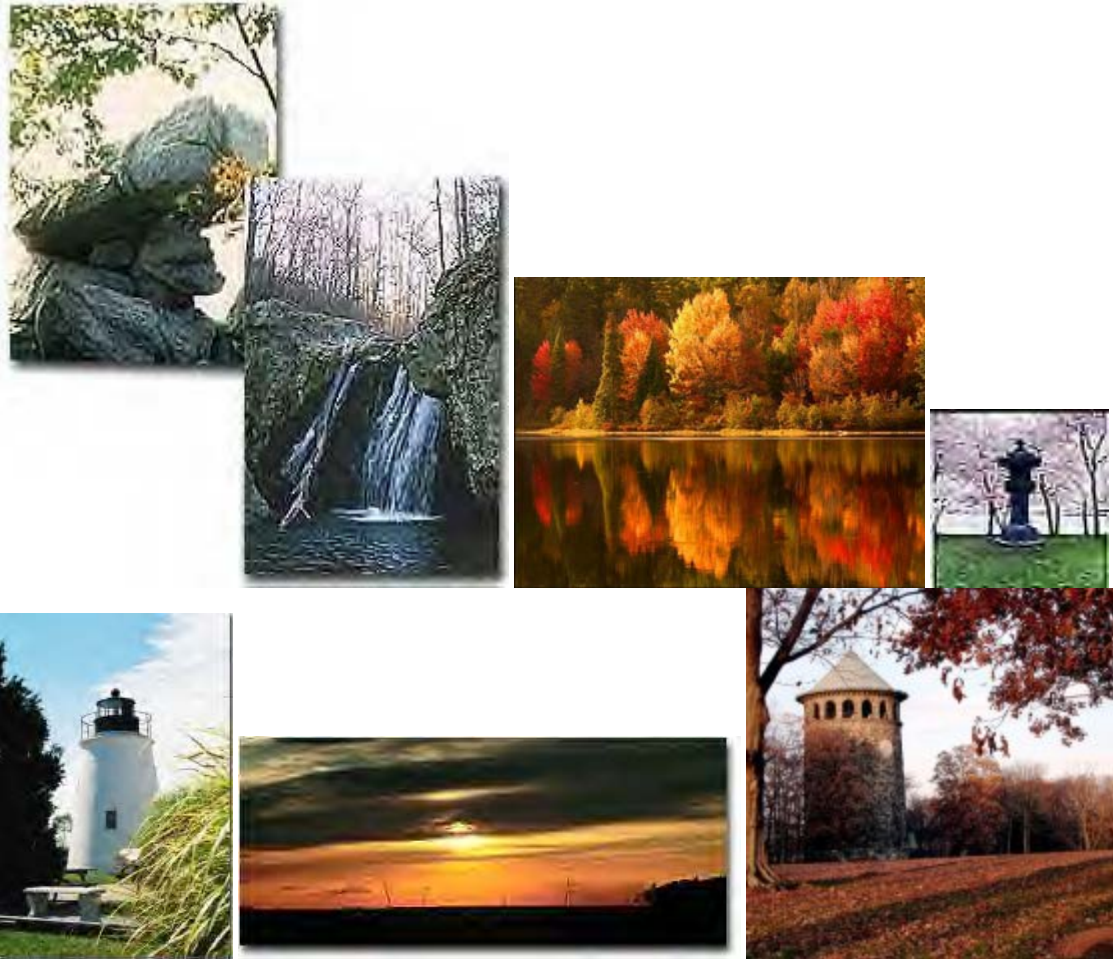


**REPORT ON  
RETENTION**



**LIONS CLUB INTERNATIONAL Multiple District 22  
Maryland, Delaware and the District of Columbia  
End of Year Report**

**JULY 2008**



## Lions Club International Multiple District 22

To: Multiple District Council, District Retention Chairs

From: J. Scott Shipe – MD 22 / Retention Chair

Date: July 2008 – Year End Report

Subject: Retention Report for 2007-2008 (Year Two of Three)

*The following report is regarding retention for Lions Club International Multiple District 22 for the 2007-2008 year. The report includes data for the entire twelve months including July 2007 - June 2008 Lion's year from the LCI membership register report that is compiled from the club's M&A monthly reporting from all 237 clubs.*

*I cannot believe I am sitting down to write my second year end report. It seems like yesterday that we started in Edgewood and I was talking about various things I wanted to accomplish the three years with the Lion Tom Baine, PDG and the MERL team. While the time has flown by too quickly, and we were faced with some challenges including over 2,036 drop members in 2004-2006. I am pleased to report that our sub district chairs have really stepped up, took the strategic issues to heart, and made some great progress on this front including this year:*

*A very successful District A training session was performed this past spring in Anne Arundel County with great club participation from all regions in the district. District C Retention Chair Lion Debbie Delone presented a great power point and talk at District C at the Beltsville training session. Participation from International Director Lion Joseph Gaffigan highlighted this session with a logical overview. Numerous programs were presented about Retention throughout the multiple including a great skit performed by District 22-W Region II Chair Lion Chris Bennett in the fall in Clear Spring with the support of 22-W Retention Chair Lion Richard Hosfeld. Lions Tee Bell & Bill Bicknell in Districts D & B presented numerous programs throughout these two large geographical districts and the drop members in both of these districts reflect their hard work the past two years, please see Tables A & B.*

*The reduction in drop members for the year was less than the 2006-2007 lions year but unfortunately 885 drop members or 11% of the entire 8,010 membership that we started with on July 1, 2007 in Multiple District 22 is extreme. It is unrealistic to match the 11% drop member percentage with new member recruiting and extending new clubs in this economy. Last year this certainly did occur, but it was due to the fact that numerous new clubs were extended in the multiple and this certainly was not a typical recruiting year based on the trend history in the past ten years. Fortunately 637 new members were recruited this year, which is an 8% offset gain. Great Job Recruiters!*

**LIONS CLUB INTERNATIONAL**  
**Year Two of Three Completed**  
**MERL Retention Report**  
**Multiple District 22 – July 1, 2007 – June 30, 2008**

<i>Table A</i>									
District	Clubs	Begin	New	Transfer	Reinst	Dropped	Net	Year End	% Gain / Loss
<b>A</b>	<b>35</b>	<b>1,212</b>	<b>88</b>	<b>5</b>	<b>5</b>	<b>153</b>	<b>-55</b>	<b>1,157</b>	<b>-4.54%</b>
<b>B</b>	<b>48</b>	<b>1,487</b>	<b>122</b>	<b>7</b>	<b>10</b>	<b>156</b>	<b>-17</b>	<b>1,471</b>	<b>-1.15%</b>
<b>C</b>	<b>58</b>	<b>1,894</b>	<b>154</b>	<b>23</b>	<b>15</b>	<b>274</b>	<b>-82</b>	<b>1,812</b>	<b>-4.33%</b>
<b>D</b>	<b>37</b>	<b>1,408</b>	<b>101</b>	<b>9</b>	<b>9</b>	<b>152</b>	<b>-33</b>	<b>1,375</b>	<b>-2.35%</b>
<b>W</b>	<b>59</b>	<b>2,009</b>	<b>172</b>	<b>4</b>	<b>8</b>	<b>150</b>	<b>+34</b>	<b>2,043</b>	<b>+1.69%</b>
<i>Total</i>	<i>237</i>	<i>8,010</i>	<i>637</i>	<i>48</i>	<i>47</i>	<i>-885</i>	<i>-153</i>	<i>7,857</i>	<i>-1.98%</i>
<i>Ranking methodology is based on percent of Net New Member Gain YTD Only</i>									

**Drop Member Totals for Multiple District 22 for 2004-2008**

	<i>2004-2005</i>	<i>2005-2006</i>	<i>2006-2007</i>	<i>2007-2008</i>	<i>Trend %</i>
<i>District A</i>	<i>-148</i>	<i>-116</i>	<i>-120</i>	<i>-153</i>	<i>+31.89%</i>
<i>District B</i>	<i>-201</i>	<i>-201</i>	<i>-165</i>	<i>-156</i>	<i>-22.39%</i>
<i>District C</i>	<i>-296</i>	<i>-201</i>	<i>-265</i>	<i>-274</i>	<i>+36.31%</i>
<i>District D</i>	<i>-207</i>	<i>-246</i>	<i>-192</i>	<i>-152</i>	<i>-38.22%</i>
<i>District W</i>	<i>-210</i>	<i>-210</i>	<i>-176</i>	<i>-150</i>	<i>-25.58%</i>
<i>Totals</i>	<i>-1,062</i>	<i>-974</i>	<i>-908</i>	<i>-885</i>	
<i>Ranking trend plot is based on total drops or comparison model for 2005-2006</i>					
<i>Total</i>					

***Table B - It must be noted that 253 members or (28%) of the 885 total drop members were from 17 clubs***  
***These clubs have ten or more drop members***  
***92 clubs in the multiple had 4 or more drop members***  
***92 clubs drop 691 members or (78%) of the total 885 drop members***

## Something to Think About

*2004-2006 LCI MD 22 Drop Members – 2,036 Members*

*2006-2008 LCI MD 22 Drop Members – 1,793 Members*

*Reduction in Drop Members – 243 Members x 100 Estimated Average  
Service Hours per Member  
= 24,300 Service Hours*

*Estimated Average Volunteer Service Hour Value*

*\$30.00 per Hour = x 24,300 Service Hours = \$729,000*

*Seven Hundred Twenty Nine Thousand Dollars of Volunteer Equity  
Given Back to our 237 Communities in DC, Delaware and Maryland*



## **IS YOUR CLUB ATTENDANCE RATE FALLING?**

If your club's attendance rate is falling, you have also, no doubt, seen a decline in the number of members you are retaining from year to year. If your attendance is consistently high, you will generally retain at least 80% of your club's members from one year to the next. Why are attendance and retention so important? If our organization is to survive and your clubs continue to provide high quality service to its community, we need to retain as many of our members as possible. Since good attendance is also indicative of good programs, activities and fellowship, a side benefit will be a similar increase in the club's ability to attract new members. An informal survey that I conducted this past year revealed a surprising statistic, that the number one reason Lion members attend their club meetings is fellowship. Lions want to socialize with other Lions for positive reinforcement in their personal lives as well as performing community service activities.

**If you want to improve your club's meeting attendance, ask yourself these questions about your club's meetings:**

- ❖ **Are the time and day convenient?**
- ❖ **Is the location central for most club members?**
- ❖ **Is the meeting space attractive and adequate in size?**
- ❖ **If meals are served, are they of good quality and reasonably priced?**
- ❖ **Are the meetings well organized with a prepared agenda, started and finished on time, and do they include time for fellowship?**
- ❖ **Are the programs interesting, varied, and well presented?**

When you answer "yes" to all of these questions, you are making it easy, convenient and pleasant for members to attend. You have eliminated many of their reasons for non-attendance. You may also want to discuss some of these points with your club's fellowship, program and membership chairpersons.

# **Retention Ideas**

**Sunday Night Calling Tree**

**Past Presidents Day**

**Recognized Companies in Your Community**

**Annual Friendship Meetings**

**Attendance Prizes**

**Monthly Birthday Recognition**

**Membership.** .is everybody's responsibility. All members should know that the club is constantly seeking the very best candidates for membership.

**Educate . . . . .**your members on your club's membership drive plans.

**Motivate . . . . .**every member to take an active part in recruiting new members.

**Build . . . . .**membership by inviting prospective and qualified members to join your club – the best service club in your community!

**Earnestly . . . . .**recruit candidates. Tell them they have been selected. Actively pursue your friends, business associates, and neighbors.

**Radiate . . . . .**enthusiasm about the club and the fact that it is built on service and success. Everyone likes to be associated with a winner.

**Sincerely . . . . .**welcome new members into the club. Induct new members properly, promptly and proudly. Make induction a well-planned and carefully scheduled event.

**Help . . . . .**your new members feel a part of the club by appointing them to at least one standing committee. Get them involved in club activities immediately.

**Identify . . . . .**your club's talent and potential. The image your club presents to the community is critical to continued success. Use your strengths to make a difference and the prominence you gain from success to continue recruiting more members.

**Provide . . . . .**frequent opportunities for your members to be challenged for new ideas and approaches to achieving growth. Their ideas and enthusiasm may be all you need to attain and keep momentum. The basic purpose of a Lions Club is to provide service to youth and community. Service is the catalyst that brings together people with diverse backgrounds and experiences providing the resources necessary to make a difference in the life of a child or the future of a community. In a Lions Club, the members are the foundation upon which we can build our programs and services.

**Today, more than ever, we must strengthen our membership if we are to expand our horizon of service.**

**MD 22 RETENTION CONTACT INFORMATION**

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**District C**

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**District D**

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**District W**

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**MD 22 MERL Retention Chair**

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*Trivia Question: Can anyone tell me where the cover & page 5 photos were taken?  
Please email me with your answers to [jssh2o@aol.com](mailto:jssh2o@aol.com)*

