

**District 2x1 MidWinter Conference
January 18, 2025 DG Radha Kaphle
&
2x1 GMT Chair Esmeralda Rodriguez &
Jim Woods 2x1 GMT Co-Chair**





**Welcome
Bienvenidos**



Agenda

Welcome

Service Reporting -2x1 GST Chair Virginia Lamb

Club Health Assessment Document

Membership Retention and Growth Tips-GMT Co-Chair Jim Woods

-Growing Our Clubs

-Club Retention Tips

Elevator Pitch-GMT Co-Chair Jim Wood

Membership Goals-Action Template



SERVICE

GST VIRGINIA LAMB

Global Causes-Diabetes, Environment, Hunger, Pediatric Cancer, Vision, Youth, Disaster Relief, Humanitarian Efforts

Lions Portal

WHY REPORT SERVICE:

- ▶ STRENGTHEN STORYTELLING AND IMPACT
- ▶ INFORM DECISIONS, CHOOSING SERVICE ACTIVITIES, SETTING REALISTIC GOALS
- ▶ INSPIRE SERVICE-YOUR SERVICE PROJECTS CAN BE SEEN IN YOUR COMMUNITY, DISTRICT AND AROUND THE WORLD. YOUR CLUB'S CREATIVITY CAN INSPIRE LEOS AND LIONS TO EMBRACE NEW CAUSES AND SERVE IN NEW WAYS. REPORTS HELP LIONS INTERNATIONAL IDENTIFY BEST PRACTICES TO SHARE GLOBALLY.



Purpose of Membership Round Table Summit

Even though our District 2x1 ended the 2024-2025 lion year with a positive membership increase, however, our district needs to continue to build on strong foundation. We still have a concern with retention due to increase in drops towards the end of the lion year and our hope is that this summit will help us with our strategic plan with SMART goals and accountability to ensure success of engaging our members in service, increasing membership satisfaction/retention, and continue to work on club extension, and membership recruitment to reach the **1.5 million** challenge our Lions International President has for our organization worldwide. Additionally we need to share our stories of service and success!

Our goal for our district is to recruit **500** new members! Our district has chartered 4 new clubs (4 specialty clubs) and 2 new Leo Clubs. Our Clubs will induct 500 new members into existing clubs. Our District will not surpass 300 drops.



• Retention Tips from GMA Bulletin:

1. Analyze Attendance Records: Identify members with low attendance and reach out to them personally. Cannot drop a member for non attendance as long as they pay their dues!
2. Observe Member Engagement: Note who actively participates in projects and social events.
3. Flexible meeting options: Explore virtual meetings or shorter, more frequent gatherings.
4. Difficulty making dues payments: Provide help to ease the burden by supporting installment payments.
5. Recognition and Appreciation: Acknowledge and celebrate members contributions.
6. Mentorship Programs: Pair new members with experienced Lions for guidance and support.
7. Why Membership Matters: We lost over 300 members during the first 6 months-we have another 6 months to regain the losses and add more clubs and Lions. New members bring fresh ideas, skills, and enthusiasm enriching our club dynamics.

Rejuvenation Strategies:

1. Reengage former members and reach out to those who have temporarily stepped away. A phone call can reignite to return and serve.
2. Highlight Impact by showcasing the incredible work your club has accomplished.
3. Use social media to communicate with the community.
4. Focus on meaningful projects that appeal to a variety of interests.
5. Offer Flexible Options for members to collaborate.



REWARD & RECOGNITION



Traveling Trophies: for club with highest number in membership growth; service reporting; and LCIF donation

Individual: Recruit 10 or more new members will be awarded lion head plaque

Clubs:

- Recruit **at least 2** new members, will be awarded a 'Growth Champion' certificate of recognition
- Recruit 5 or more new members: will get 'Growth Champion' banner patch
- Increase service opportunities; service reporting; leadership opportunities
- Sharing your lions service success

Regions/Zones:

- Increase number of members and clubs
- Rebuild clubs with 20 or less members
- Increase attendance of leadership to cabinet meetings, zone meetings, executive council, district conference and convention.

District:

- Increase fellowships and engaging service
- Increase membership-retention/recruitment, service and leadership
- Increase recognition
- Increase sharing success stories of service



EXTENSION

Why Organize New Clubs?

- ▶ 1 MD 2 Chartered 4 new clubs
- ▶ #1 CA1
- ▶ Net Membership +194
- ▶ Independent Club; Women Specialty Club; Sports; Cyber Club, Families with Special needs.

SPECIALTY CLUBS

SPECIALTY CLUB COORDINATOR SURESH
BASYAL

Some specialty examples include, but are not



limited to:

➤ Cause-specific:

Childhood cancer

Diabetes

Disaster relief

Environment

Humanitarian

Hunger

Vision

Youth

Cultural

- Life stage/experience such as:
- Academic focus
- Profession
- Retiree
- Partnerships with organizations such as Special Olympics (Lions Champions Clubs)
- Sports or hobbies

Retention Tips



Elevator Pitch

GMT Co-Chair Jim Woods



MEMBERSHIP

GOALS

PLANNING





Mission Statement: To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

Vision Statement: To be the global leader in community and humanitarian service.



THANK YOU