

East Region Report

4th Cabinet Meeting
March 15, 2025 from 8 to 1:00 PM
First Christian Church, 203 Main St., Duncanville, TX 75116

Attended Meetings (District/Zone):

1. Monthly DG Team/Executive Committee meetings (02/12 and 03/12/2025).
2. The 3rd Executive Council meeting (02/19/2024).
3. 2025 New Voices Symposium Planning meetings (1/17, 2/7 and 2/14/2025).
4. Attended GMT-Membership Planning meeting (03/04).
5. Attended club's service activities related meetings.

Miscellaneous Meetings/Events:

- a. Mid Winter Conference and 3rd Cabinet Meeting on Saturday, Jan. 18, 2025 at Region 10, Richardson, TX.
 1. Co-chair Zone meeting breakout with DG Radha Kaphle.
 2. Requested by DG to co-Chair Membership Chair Training with Lion Jim Woods.
- b. LCI and club promotion at the 2025 Lunar New year Celebration in Southlake, TX (2/8/2025).
- c. 2025 New Voices Symposium as well as a panelist in the Panel Discussion session on Saturday, Feb. 22, 2025 in Grand Prairie, TX.
- d. Diabetes Webinar, guest speaker Dr. M. Amini (2/27. 2025) via Zoom.
- e. Branch Club formation meetings (1/19) and regular meetings (2/15 and 3/4/2025 via Zoom.
- f. Organized and attended DFW Indonesian Lions Club Branch fundraising benefiting LCI's global causes in Grand Prairie, TX (3/6/2025).
- g. Club promotion and part of a cultural program at the International Women's Day Celebration at Willow Bend Mall, Plano, TX (3/8/2025).

Zone Reports Since Last Report (Jan. 10, 2025) Based on Club Health Assessment Report March 9, 2025:

Zone Zone Chair	Membership Change	Service (#reported, #people served)	LCIF Donation
1 Maria Lucero	Sachse (+1) NC: Garland Evening, Rowlett, Wylie	Rowlett (24; 2,947); Sachse (20; 937). NR: Rowlett, Garland Evening and Wylie.	Garland Evening (\$100) Sachse (\$175) Wylie (\$45) (Total \$319)
2 XXXXXX (#1 in LCIF donation)	Terrell (+1) NC: Commerce, Crandall Combine, Rockwall, Royse City	Royse City (2; 0) Terrell (7; 38) NR: Commerce, Crandall Combine, and Rockwall	Commerce (\$2,000) Crandall Combine (\$12) (Total: \$2,012)
3 Kasey Cheshire	Midlothian (+1); Ennis Host (-6); Italy (-1); NC: Red Oak, Maypearl, Waxahachie	Italy (2; 12); Midlothian (4; 49); Red Oak (3; 32) NR: Ennis Host, Maypearl, Waxahachie	Red Oak (\$60) Midlothian (\$100) Waxahachie (\$100) (Total: \$260)
4 Joseph Kyle (#1 in net membership and number of people served)	Dallas Oak Cliff (+3); Kaufman (+10); Mabank/CCA (+2); Midlothian (+1) NC: Balch Spring, Forney, Plano Collin Nepalese	Kaufman (9; 3,449); Mabank/ CCA (28; 69,4K); (Plano Collin Nepalese (2; 0) NR: Balch Spring, Dallas Oak Cliff, and Forney	Dallas Oak Cliff (\$900) Kaufman (\$100) Mabank-CCA (\$400) (Total: \$1,400)

Zone Zone Chair	Membership Change	Service (#reported, #people served)	LCIF Donation
Note	Total: 659, vs. 649 (+10) NC: No Change	Total: 101, served 76,864 NR: No Report	Total: \$3,991

Summary:

- 1. Membership Growth:** Zone 1, 2, and 3 have positive net, with Zone 3 recruited the most (16 new members). Zone 3 has the highest drop (-6), while Zone 4 has the highest number of net growth (+16 new members). This results showed that East Region has **+10 net** membership growth in the last 3 months. **Plan of action:** To keep this positive growth going. We need to assess Zone 3 and help them to recover the by enhancing their retention efforts. Recommendation: Attending the Membership Roundtable Summit could be a great way to boost their member recruitment rate. Also, keeping members engaged and making a personal contact can improve retention.
- 2. Service Reporting:** A total of 101 service activities were reported (down over 25% of the previous report-139) and 76,864 people being served (45% less than last year-139,034). Zone 3 has the highest number of reporting clubs (5 out of 6 clubs); Zone 1 has the highest number of reported service activities (44) and Zone 4 has the highest number of people served (69,4K). From 21 clubs in the East Region, 10 clubs (47%) reported their service activities, down 7% from the last quarter. Unfortunately, there are several clubs who failed to report their service activities, some of them did not report their service for over 6 month. **Plan of action:** Need a dedicated and committed President, Secretary or the Service Activity Chair who understand the importance of service reporting for their clubs, District, and LCI.
- 3. LCIF Donation:** East Region clubs has doubled the amount of donation from last year report (\$3,991 vs \$1,802). Report indicated that 11 from total of 21 clubs (54%) have made a donation to LCIF. Zone 1, 3 and 4 have the same number of clubs (3) who donated to LCIF. Zone 2 has the highest donation amount (\$2,012), with the highest donation came from the Commerce Lions Club (\$2,000). **Plan of Action:**
 - DG visit: share success stories on how and what LCIF has done to our district.
 - Donor recognition program announced at Cabinet Meeting
 - Special appreciation events for donators.
- 4. No report from Zone Chair received at the time of this report is written.**

In conclusion, East Region clubs have done a great job in recruiting members since the last report; however, they need stronger efforts in retaining their members. On the service activities, the 25% decrease in the number of services reported has dramatically affected the number of people served to almost 50% less than last quarter. I trust that the reduction in reporting time (from January 9 to March 9, 2025, spanning only two months) will not adversely impact the analysis. Conversely, the LCIF donation has surged by a remarkable 221% since the previous report. This substantial increase underscores the resounding success of the LCIF donation campaign.

If we can maintain this positive results, I am confident that the clubs in the East Region will achieve a better outcome by the conclusion of the 2024-2025 Lions Year.

Respectively Submitted on March 10, 2025

Nia MacKay, PhD

East Region Chair District 2-X1

President Dallas Founder Lions Club

www.DallasFounderLionsClub.com