

East Region End of Year Report

July 22, 2025 (based on Club Health Assessment July, 2025)

Attended Meetings (International, MD-2, District/Zone):

1. Area 1 GAT meeting (04/22 and 05/27).
2. Monthly DG Team/Executive Committee meetings (06/14 and 07/09).
3. MD-2 State Convention (06/05 to 07).
4. Region and Zone clubs distribution (06/28).
5. LCI Convention, Orlando, FL (07/12 to 17)
6. Club's and club branch's service regular meetings.

Miscellaneous Meetings/Events:

- a. Club visit: Dallas Health Lions Club (05/25).
- b. Club and club branch's promotion at various cultural events in DFW.

Zone Reports Based on LCI's Club Health Assessment Report July 2025

Zone Zone Chair	Membership Change	Service (#reported, #people served)	LCIF Donation	Statement Balance
1 Maria Lucero	Rowlett (+3); Sachse (-1); Wylie (-6) Total: -4 NC: Garland Evening (0)	Garland Evening (28, 715); Sachse (136, 7,067); Wylie (15; 7,043) Total: (182; 15,005) NC: Rockwall (3; 180)	Rowlett (\$10) Total \$480 NC: Garland Evening (\$250), Sachse (\$175), Wylie (\$45)	
2 Carney Horn	Commerce (-5); Crandall Combine (+1); Royse City (-4); Terrell (-9) Total: -17 NC: Rockwall (0)	Royse City (18; 612) Total: (54; 1,990) NC: Commerce (10; 121); Crandall Combine (1, 9); Rockwall (3; 180), and Terrell (22; 1068)	Rockwall (\$10), Royse City (\$10); Terrell (\$20) Total: \$2,052 NC: Commerce (\$2,000); Crandall Combine (\$12)	
3 Kasey Cheshire	Ennis Host (-16); Midlothian (+5); Red Oak (+5) Total: -14 NC: Italy (-3), Maypearl (-1); Waxahachie (-4)	Italy (12; 1664); Midlothian (44, 5,482); Red Oak (10; 351); Waxahachie (82; 499). Total: (157; 8,639) NC: Ennis Host (5; 143); Maypearl (4, 500);	Ennis Host (\$10); Maypearl (\$10); Midlothian (\$2,025); Red Oak (\$260) Total: \$2,245 NC: Italy (\$100); Waxahachie (\$350)	
4 Joseph Kyle	Dallas Oak Cliff (+13); Kaufman (+8); Plano Collin Nepalese (+6) Total: +28 NC: Balch Spring (0); Forney (-3); Mabank-CCA (+4);	Dallas Oak Cliff (3, 76); Forney (3; 147); Kaufman (35; 15,086); Mabank-CCA (182; 446,446); Plano Collin Nepalese (32; 671). Total: (256; 462,502) NC: Balch Spring (1, 75);	Dallas Oak Cliff (\$1,100); Plano Collin Nepalese (\$595) Total: \$13,650 NC: Forney (\$100); Kaufman (\$1,150); Mabank-CCA (\$10,705)	
Note	Total: 659, vs. 656 (-3, down 0.4%) NC (No Change): 3 clubs (14%)	Total: 479 vs 649 (up 135%) , served 422,322 vs 488,136 (up 116%) Reporting: 100% (*)	Total: \$16,672 vs \$18,427 (up 111%) ND: No Donation: 6 vs 0 clubs (28.6% vs 0%)	Past due ballances (7 clubs) are paid off. All clubs are in good standing!

Summary:

1. **Membership Growth.** East Region has experienced a substantial improvement, with a decrease in the number of dropped members from 3% to a mere 0.4%. Zone 1, 2, and 3 have all witnessed negative membership growth, resulting in a total loss of 25 members. In contrast, Zone 4 has recorded the highest net growth, welcoming 28 new members. Out of the 21 total clubs, three clubs (14%) didn't recruit any new members.

Recommendation Plan of Action: We need to assess zones 1, 2 and 3 and help them to recover their membership. Some of the clubs prefer not to grow, they're happy with what they have. We need to: inspire these clubs the important of supporting district's objectives and our association's 'Mission 1.5.'

- ☑ Inspire clubs the importance of supporting district's and our association's objective to support 'Mission 1.5.'
 - ☑ Always make guests and members feel welcomed.
 - ☑ Invite people in your database (work, colleagues, church, and other organization you are member with).
 - ☑ Networking with other similar organizations, companies, schools, sports clubs, or hobby clubs.
 - ☑ Just ASK (you got 50-50 chance if you ask, and '0' chance if you don't), and don't give up. 'No' answer maybe means 'not for today.' Some Lions joined after five, ten, or more years of being asked to join.
 - ☑ Ask your prospective members to participate in your service project. Many Lions joined because of the great experience and personal fulfillment they felt after volunteering.
 - ☑ Keep members engaged, valued, and invested in the club's mission through meaningful connection and visible impact in the local community.
2. **Service Reporting:** All of the 21 clubs reported their services activities. Since last May, they have increased the number of reported services by 135%. The number of the people being served was 116% higher than that reported last May. The total number of reported services in East Region (649) only represent 18% of the total reported service in the district (3557). The total number of the people served (488K), however, represented 64% of the total people served in District (765K). Report also indicated that not all clubs reported all their services project on Lion Portal (*).

Recommendation Plan of Action:

- ☑ Presidents, Secretaries, or Service Activity Chairs understand the significance of service reporting for their clubs, District, and LCI.
 - ☑ Many clubs did not report all of their services (showed as 'NC', No Change since last May), we need to improve club's officers dedication on service reporting.
3. **LCIF Donation:** The clubs' total donation increase 111% from \$16,672 to \$18,427. This represents approximately 28% of the total donations from our district, which totaled \$66,625.90. All clubs in East Region donated at least \$10, reducing the number of non donating ('ND') club from 28% to 0%.

Recommendation Plan of Action:

- a. Recognized 1st time donator with special award or pin and announce it on club's websites and/or social media.
 - b. Ask local LCIF grant recipient to speak or video story telling.
 - c. Hold a fun fundraising just for LCIF.
4. **Statement Balance:** All clubs are in good standing as of June 30, 2025.

Recommendation Plan of Action: Contacting club officers by Zone Chairs showed very effective in solving late dues. Zone Chair needs to check the monthly Club Health Assessment report, contact any club with outstanding balance, ask or and find a solution to pay it off right away.

5. **Zone Report:** No end of year report received

Conclusion:

While clubs in the East Region have successfully managed to reduce their membership drop number, we must continue to work harder to support Mission 1.5 and steer the needle towards positive growth. To achieve this, we must prioritize strengthening membership retention strategies, revamping new member recruitment efforts, and ensuring that the needs of our members are met. Conducting a 'Members Satisfaction' survey will help us gauge members' satisfaction and identify areas for improvement.

Zone chairs play a significant role in motivating clubs to grow their membership, provide more meaningful services to the community, and maintain a healthy financial balance.

There's no doubt why ZC Joe Kyle was awarded our district's "2025 Lion Of The Year" award! He has successfully led his Zone to be the top performer in all major criteria of a successful club on East Region, including membership growth, service contribution, and LCIF donations. He's the go-to person for advice on how to help your clubs (zones) succeed.

Respectively Submitted on July 22, 2025
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2024-2025 East Region Chair; 2nd VDGE District 2-X1
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