

# PRECIS MD 201 MEMBERSHIP STRATEGY “BUILDING FOR THE FUTURE”

Our Multiple District 201 Membership Strategy is a living document. The most recent, complete annual review having been completed on the 11th of June, 2016. The aim of the document is to be a resource in relation to District Membership and a tool to ensure all Districts within MD 201 share common goals and directions. It is very much intended to encourage initiative and innovation and a willingness to share success.

It is presented to the Council of MD201 for endorsement and adoption at the first Council Meeting of each new Council.

Central to the Strategy is that each District Governor will use their best efforts to seek full endorsement from their District to ensure that the strategy can be fully implemented.

*Any Lion may obtain a copy of the full strategy in electronic form, from the National Office.*

## BACKGROUND

Part 1 of the document provides an statistical background to the strategy.

It details the directions taken by our Multiple District in terms of membership numbers from the Lions Year 2008/09 to present including the current District Membership Plans and goals agreed to by each District Governor.

Why do we need to grow at all? Our current international membership them is 'invite for impact'. It reflects our need to increase our volunteer capacity so that we can do more to help those most in need.

*We are successful  
recruiters. Many new  
Lions join us each  
year.*

*We have to find better  
ways to help and  
encourage our current  
Lions continue their  
service.*

## SHARED RESPONSIBILITY FOR MEMBERSHIP GROWTH

The Multiple District cannot grow membership. The Multiple District is a Secretariat that can support membership growth goals through services, coordination and strategies.

Districts lead membership change and growth. Districts both govern and provide services to the clubs within the District.

Revision No.	1.0	Relates to	Membership Strategy
Revision Date	May 2016	Applies to	Membership Development
Author	Membership National Coordinator	Authorised by	Rob Oerlemans

The strategy for Districts needs to be divided into 6 key focus areas:

1. Establishment of New Clubs
2. Re-establishment of Clubs that have closed
3. Support to build membership up in Clubs with less than 10 members
4. Individual membership growth in existing Clubs
5. Retention – Club Care
6. Accountability for, and Achievement of, DG's Annual Membership Growth Plan

## MULTIPLE DISTRICT STRATEGY

Multiple District 201 is the aggregation of our 19 Lions Districts. It is how we act collaboratively on challenges for our part of the Lions world. Each District Governor holds a place on the Multiple District Council and the Membership Committee of volunteers drives our member growth and care strategies.

Our central Membership Goal is "A Lions membership demography that reflects Australia's demography". Our communities are diverse and unique, but each Lions Club should strive for a diverse members of men, women, younger and older people, and families that reflects their community.

Like a business, the club needs:

- the experience and skill of long-standing members
- the networks and resources that working people and women can bring, and
- the motivation and energy contributed by young people.

*Diversity is our key.*

*We rely on our hard-working retirees for the passion and drive that makes Lions what it is.*

*We need working people and families for their skills and networks.*

*Young people bring energy, creativity and a sustainable future of humanitarian service*

## ORGANISATIONAL GOALS

The Multiple District, over and above its service provision role, can provide leadership and guidance through the Multiple District Council. It has established the following targets

Targets

- Provide pathways into Lions for more women, younger people including Leo to Lion, working Families, over 55's and Australians from culturally diverse communities.
- Ensure that Lions membership is meaningful for people with a range of experience
- Ensure the sustainability of membership
- Greater acceptance by Districts of the role of the 50/50 Pathway Committee, with every District staging at least one Community Connect Workshop each Lions Year
- To reach the membership development goals in membership growth, New Club growth, Generic Growth in existing Clubs and demographic change by June 2017
- The number of Women in Lions increases annually by 1%

Revision No.	1.0	Relates to	Membership Strategy
Revision Date	May 2016	Applies to	Membership Development
Author	Membership National Coordinator	Authorised by	Rob Oerlemans

## THE GLOBAL MEMBERSHIP TEAM

The Multiple District Global Membership Team is established with the sole goal of protecting the Associations principle asset – its people. In brief, the sole goal of the GMT is to ensure existing members are cared for and retained, and ensure that suitably skilled and qualified individuals join our organisation in the future.

### The Multiple District NATIONAL MEMBERSHIP Coordinator

Any strategy of this type needs to be driven and owned. This clearly must be the responsibility of the Multiple District GMT Coordinator to deliver defined outcomes after the Council has endorsed and agreed what is to be the longer term “Vision”.

The MD GMT Coordinator will work closely with the GMT Area Leader Extension Team Australia and his Team of New Club Consultants to deliver the New Club Growth Plan

The focus of the MD GMT Committee needs to cover these broad areas:

- Existing Clubs ( generic membership growth)
- Support existing Clubs with their generic growth
- Promote the concept of “Club Of The Future” – the “Gum-Nut” Model of Parent and Club Branches
- Club Success/care/retention
- New Clubs (are there enough consultants, right consultants/geographical area /well trained/progression) to support establishment of new Clubs in the following areas:-
  - o Traditional Clubs
  - o Special Interest
  - o Campus Lions Clubs
  - o Club Branches – especially of Younger people in Business Hubs
  - o Special Purpose Clubs through the “Join Together” Pilot
- Women and family – Including support by 50/50 Pathway Committee
- Young People and transition ( Leo to Lion)
- Actioning of leads from MD and LCI
- Support to District GMT Coordinators and actioning of their reports

The GMT Area Leader is the link to Lions Clubs International and has the overall responsibility for all Membership issues in MD201.

## MULTIPLE DISTRICT ACTIONS

The MD GMT Team will lead actions to:

- Acknowledge And Support Leading Lions
- Assist IPDG as mentors to the new clubs formed in their year, and to the appointed certified guiding lions of those clubs
- Caring for and retaining existing members, by direct liaison with Club Membership and Club Care Chairpersons
- Support re-aligning culture within clubs– including CEP, Blueprint for a Stronger club, My club/My way
- Club Membership Drives

Revision No.	1.0	Relates to	Membership Strategy
Revision Date	May 2016	Applies to	Membership Development
Author	Membership National Coordinator	Authorised by	Rob Oerlemans

- MD driven Membership Growth and Retention Initiatives (e.g. March to May Membership Campaign, "Slow The Drops" Campaign etc)
- Encourage Districts to embrace the 50/50 Pathway program and to conduct seminars and forums to attract more people to join Lions – particularly women, young couples and families, and young professionals
- Promote "Pathways to Lions" so that prospective new members (Leo to Lion, Lioness to Lion, Young Professionals, Early Retirees, Baby Boomers) are encouraged to join our organisation
- Promote opportunities for Women in Lions at all levels,
- New Club Consultants to work closely with District GMT Coordinators in all aspects of forming New Clubs

## DISTRICT STRATEGIES

This strategy recommends that each District endorse the Multiple District Strategy. The Multiple District Strategy will be hollow and ineffective without the active engagement of all Lions Districts, noting that each District already has a membership plan agreed between the District Governor elect, and Lions Clubs International.

- Districts should continue and expand the current 3 year Membership Growth Plan process
- Review local factors like club closures to look for opportunities for new clubs.
- Build smaller clubs to encourage sustainable sizes that are more productive and supportive in their community.
- Forecast likely issues and challenges for clubs for proactive club development work.
- The effort that is undertaken by Districts should reflect where we want to be with the demographic challenges, gender balance and any specific targeted member growth area.

*Membership Development is a whole-of-organisation, team effort.*

*Without our valued members, we are nothing.*

The Multiple District recommends that the District 3-year membership plan be fully reviewed each year by 15th October – to facilitate the DGE Membership Growth Plan he/she is required to submit to LCI as part of their DGE School. Once completed, the 3 Year Plan should immediately become operational before the new Lions year.

## ENCOURAGEMENT AND ACKNOWLEDGEMENT

We know that modern Lions have many competing expectations on their time. Families, work, health, travel – all pose challenges for the modern club.

Membership development is one of our hardest challenges and yet the most rewarding, as every member a Lion invites, has the potential to be a long term friend and colleague.

Acknowledgment for our leaders in membership development and support should be central to our organisation at Multiple District, District and Club level.

Revision No.	1.0	Relates to	Membership Strategy
Revision Date	May 2016	Applies to	Membership Development
Author	Membership National Coordinator	Authorised by	Rob Oerlemans

## FINANCIAL PLAN

Like any organisation, every service must be funded and the Council is responsible for providing adequate resources for membership growth and development. The budget is set annually and reviewed against outcomes.

Every new Lion, and every Lion we support to stay with us, is two hands towards our community service goals.



Revision No.	1.0	Relates to	Membership Strategy
Revision Date	May 2016	Applies to	Membership Development
Author	Membership National Coordinator	Authorised by	Rob Oerlemans