



MD - 27 MERLO TEAM

Lions,

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Attached you will find the year end Retention report, Cumulative Report & the 20 year Membership summary for each district.

Retention report is not at all what we were hoping for, in that the average Retention % ended up at 89.85% down from last June 30th .88%. This is a long way from our goal of 92%. There were not districts at or above our goal compared to 2 districts last year. The MD ended up a net minus 457 members. It is apparent that we need to concentrate on both Retention & Recruitment in that we lost over 10% of our starting membership, but only had just fewer than 8% new members added.

Cumulative Report is what I have been getting from LCI. The Positive point here is that LCI had a net gain of members of 13,296 members. The down side of that is that North America is continuing to show net loss of 7,755 net members. This will result in continued loss of representation on the International board of Directors. Beyond that, with the state of our economy, the community service needs are greatly increased. Who if not the Lions, will be able to fill that void?

The 20 year membership report shows how each district has progressed or regressed in membership & number of clubs. The bold boxed cell indicates the year of highest number of clubs or Members. The white bold box is the difference from the highest year for both clubs and members. It is very obvious that one of the best ways to achieve a net plus in membership is to charter new clubs, as often where there is a new club chartered, membership will also reflect a plus.

Each District should have a 3 year MERLO plan in place at this time that will look at Recruitment, Extension (Club development), Retention, Leadership training and Orientation. Besides the Global Membership Team & Triple T training, there is a whole Tool Box of ideas available to each district to be used in your plan. You may also to www.lionsclubs.org to access many more MERLO ideas. Each of us are to be responsible for knowing and practicing your districts 3 year plan

If you have not thought about the generational differences of our communities and our club membership, you will want to think about it now. In today's world, the common ways of communication is not only email, but texting, Web sites and twittering. If you feel that the masses are not using this technology, you need to re-think your feelings and check the statistics for generations X & Y.

Each District 3 year plan is to be reviewed every six months and modified or adjusted as is needed to stay on task. This not just the responsibility of your DG, VDG's, or District MERLO Team – it is up to all of us.

Lion Dave