



MD - 27 MERLO TEAM

Lion Leaders,

November 30, 2007

M

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Congratulations to Districts B2, C1, C2, D1 & D2 for all being a net plus in membership as of the end of October. Huge congratulations to District C1 with a projected Retention of 93.80%, plus they have the highest net gain of 29. This is a prime example of what your net membership outcome will be if you do a great job of Retention.

The State of Wisconsin has the highest projected Retention of the 6 largest Multiple Districts with a projected Retention of 91%. MD 27 has the least net loss of the top 6 MD's, except for California, they have a net plus of 27. LCI has a nice net plus of 3,363 members, but the Projected Retention is only 87%.

Retention is simply, keeping more of the members that you started the year with. You achieve this by keeping everyone involved, communicate effectively, give recognition regularly and have FUN.

Here is more of the ABC's of Retention:

H is for History: Acknowledge the rich history and traditions of Lions while planning for future success.

I is for Involve: make each member an essential part of the Club by involving them in meaningful activities.

J is for Jump: Be proactive and jump into action at the beginning of the Lions year. Your positive attitude will be infectious.

K is for Knowledge: The best Lions are informed ones. Encourage your

members to have a thorough understanding of your club, its goals and its history.

L is for Leadership: Future Leaders are important for building a strong club.

M is for Meetings: Long/boring meetings are the number one Retention challenge. How do yours measure up?

N is for New Members: A club can't grow without them!

O is for Orientation: A proper Orientation is the best way to get a new member off to a great start.

Retention & Orientation minded

PDG Dave Sievert