



MISSION 1.5



Mission 1.5 and Membership Retention

Lions International is a global service organization founded in 1917. It is one of the world's largest service organizations, with over 1.4 million members in more than 48,000 clubs across more than 200 countries.

For over 100 years, Lions have served with uncommon kindness, putting the needs of our neighbors, our communities, and our world first.

Through the incredible work of our Lions and Leo members and the support of our Global foundation, Lions are serving a world in need together.

The more we grow, the more we can give. MISSION 1.5 is the drive to reach 1.5 million members worldwide on July 1, 2027, so we can better meet the growing needs of our communities and serve more people than ever before. MISSION 1.5 focuses on membership growth and developing a culture of growth via the Mission 1.5.

When we invite new members to our organization, it does more than make our communities stronger. It makes the world a kinder, healthier, and better place to live.

MISSION 1.5 is a dedicated effort to reaching this historic Lions Clubs membership goal. Every lion has an important part to play. Together, we can grow Lions Clubs to extraordinary new heights, serving an untold number of people in need. The Global Membership Approach is designed to revitalize existing clubs, charter new ones and inspire all Lions through fellowship and exciting service.

The Global Action Team (GAT) is leading the charge for MISSION 1.5 and is uniquely positioned as the best resource to help you achieve MISSION 1.5 targets, foster membership growth and encourage Lions to lead by example.

Lions International, Constitution Area, Multiple, and District announce many recognitions and awards. Every Lion can affect positive change through MISSION 1.5. And every Lion will have the opportunity to earn exclusive patches and pins, plaques, and presidential medals as we march toward our goal of 1.5 million members worldwide.



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Membership Retention



Inside Story Headline

The more we grow, the more we can give.

MISSION 1.5 is the drive to reach 1.5 million members worldwide on July 1, 2027, so we can better meet the growing needs of our communities and serve more people than ever before.

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When we invite new members to our organization, it does more than make our communities stronger. It makes the world a kinder, healthier, and better place to live.

The Key factor of the success of a mission depends on membership retention. Membership retention is the most important factor of a healthy club. We invite new members to our clubs and Lions of Nepal is known for membership development. We are continuously creating history in membership growth. 54 years of Nepalese Lionism membership is a key factor.

From a Single club to 15 Districts in a small country like Nepal holds the number one position in membership as per country population and 6th position in the World in Lions Members.

As per data from the last 13 years, 63.23% of added members of Lions members leave the clubs. Only 36.77% of new members retain their membership. Now the big challenge is how to retain our membership in Lions Clubs.

Retention is an important issue for all clubs if a club wants to maintain its service to our communities. If a club cannot retain its current members, as well as induct and retain newer members, it will not remain viable in the community. To practice good retention, a club must first understand retention.

Many members who leave within the first two years do so

because they were not fully informed about the responsibilities of membership before joining or fully educated about this after joining. Many have trouble meeting the attendance requirements and financial expectations. Still, others feel unconnected to the club's activities and their networking expectations are not being met. If a club loses many members within the first two years, a focus on new Lions education and new member orientation should be organized.

We often talk about the problems with membership and retention, we need to take action for membership retention.

We have to discuss the problem. We need to focus on solutions. The key to a solution in the area of membership and retention is simple, we have to work on Sharing, Caring, and Loving.





International President With District Governors and Leaders

Sharing, Caring, and Loving:

Share all the information and programs with each Lions member of the club. Care for each other like family members. Share and care from the heart – it's loving and meaningful. Members who feel this way will stay attached to the club forever. Simple acts can make a big impact.

Another main factor is money and time. Many people believe the Lions Club is expensive and requires a lot of time. However, the Lions Club is a volunteer organization; like all organizations, it has a membership fee. We can allocate some money for the membership fee and dedicate some time to social work.

To maintain balance, we should prioritize three aspects of our lives: family, profession (business), and social service (Lions). By prioritizing family and profession while actively participating in the Lions Club, we can sustain our membership for a lifetime.

The Lions Club provides an opportunity for three things: Service, Fellowship, and Leadership. We have to implement a four-wheel system to ensure the organization runs smoothly: Service, Fellowship, Leadership, and Membership. By providing equal opportunities for members in these four areas, we believe Lions members will actively participate in the club.

The Lions Club is a volunteer organization. Our mission is to empower Lions clubs, volunteers, and partners to improve health and well-being, strengthen communities, and support those in need through humanitarian services and grants that impact lives globally. We also encourage peace and international understanding. Our vision is to be the global leader in community and humanitarian service.

We must implement our membership and retention plans at the club level. I know this is easier said than done, as desire, time, money, and commitment stand in the way of implementation. These are obstacles to overcome, but it can be done. I would like to share two ideas that can be implemented at the club level. If implemented, we will achieve the desired results of retaining more members and increasing net membership. *Improving Retention* There is no question that retention is a serious problem. The membership charts clearly show that huge drops at the end of tenure each year.

Inside Story Headline

Why Drop members:
The main reasons for the drop are :

Unproductive meetings

Personal reasons

Membership issues

Club culture

Service

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Ineffective club meetings.

We need interesting and productive meetings.

We need meetings to be worthwhile.

We need to plan and run effective meetings.

Officers need to focus on meetings.

We need to avoid cliques and politics.

We need to keep members involved.

So what is something we can do to focus on having better meetings?



How to keep members happy and coming

To ensure your Lions club remains healthy and vital, you need to consider the experience and expectations of belonging to your club. If you went to a restaurant and it did not meet your expectations, would you go back? The same goes for a Lions club!

Along with welcoming your new members, it is important to make sure they begin participating in club activities right away. If your club members feel welcome, and comfortable and are involved in community service, they will remain part of your club for a long time. Research shows that people become Lions for many reasons.

The most common are:

- To serve their community
 - To be involved with a specific service or cause
 - To be with friends
 - To become a leader in the community
 - To be with other family members who are Lions How can your club provide the experiences your members are seeking?
- Keeping your club efficient, productive, and meaningful to your members results in many

benefits:

- A club that is vital and a respected part of your community.
 - The ability to provide service locally and globally.
 - The ability to offer personal and professional growth opportunities to your members.
 - A club that provides enjoyable fellowship. Does your club feel unified, or is it just a collection of individual Lions? Be sure your club has a club mission statement, objectives, and defined goals. Communicate these to your members clearly and openly.
 - LCI's Leadership Development webpage offers online club officer orientation, District, Multiple and the Lions Learning Center offers a goal-setting course to help with this process.
- If a club is not thriving, it cannot serve.



International President Share his Idea



Lions International

STEP 1: DEFINE MEMBER SATISFACTION FOR YOUR CLUB

The first step to ensuring your members have a positive experience is to know what they want from membership in your Lions Club. Understanding what your members think about being a Lion will help you direct your efforts.

Making changes based on your club members' needs and desires is the key to a good experience for them. You should also decide how your club will measure member satisfaction. Is it more new members who stay for longer than one year? Is it fewer members leaving the club? Are it more members participating in club events and services?

- Members feel involved when you ask for their opinions. Ask your members: Why is the club here? Do our activities demonstrate this? If a non-Lion looked at one year of our club activities, what would they think was important to our club? Remember to check regularly to see if your members' responses change.
- This guide has a sample Member Questionnaire form you can customize and use to collect responses from your club.
- Assess why your members have left in the past. Consider contacting former members of your club to find out why they left. A sample Former Member Questionnaire form is also included in this guide.
- Carefully consider whether your club's stated objectives, goals, and mission statement reflect what your current members want your club to be.

STEP 2: CREATE YOUR CLUB'S MEMBERSHIP SATISFACTION PLAN

Losing members is an issue for many clubs, but the reasons why members leave are often the same. This guide addresses the five general issues former Lions cited most often as reasons for leaving:

Unproductive meetings

Personal reasons

Membership issues

Club culture

Service

This guide offers suggestions for easily made adjustments that will encourage your members to remain with your club. I. Addressing Unproductive Meetings Your members need to feel club meetings are a good use of their time. No one likes to feel their time has been wasted.

Inside Story Headline

Club Culture

- The club felt too political.
- The club felt too old-fashioned and stodgy.
- The leadership in my club changed, and I did not like the change.
- Clubs are too hierarchical and formal.
- I did not enjoy the Lions customs.
- There were not enough opportunities for us to socialize.
- I had been with the club for a while and started to feel unappreciated. I did not feel like I belonged.

The most commonly cited responses regarding unproductive meetings were:

- Meetings were unproductive
- Meetings were not enjoyable
- Lions clubs are too hierarchical and formal
- I did not enjoy the Lion's customs How do you improve your meetings?

By planning your meetings so members know what to expect.

First, consider if your club even needs to have a meeting.

- What does your club need to do? Just distribute information or discuss what you are sending out? Is the instant feedback from a meeting necessary or desirable for this topic, or would it be better if your members had time to think about it?

Do your members need the information right now or can it wait?

- Consider using cyber meetings, email, or other tools to communicate with your members quickly and without the formality of a meeting.

Membership Retention Strategies For Sustainable Growth and the retention of the membership, there are some suggestions:

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Personal Reasons

When a Lion leaves for personal reasons, something in their lives has changed and their Lions membership becomes a lower priority in their lives.

Small adjustments to keep your members a part of your club. The two most common responses are:

The time commitment required for membership was too high.



We Serve



The dues were too expensive.

For instance, after a 1.5-hour meeting, do your members feel that the same objectives could have been accomplished in 45 minutes?

Addressing Attendance and Meeting Flexibility

- Is the perfect attendance requirement necessary, especially if your club has an active, updated website and other social networking sites? Could eliminating this requirement add flexibility to your members' schedules?
 - Are your meeting times convenient for most of your members? Consider alternating meeting times, such as holding one meeting in the evening and the next at lunchtime.
 - Is your meeting location central and easily accessible, or does it add significant travel time for your members?
 - Consider creating a club branch that meets at a different time but still participates with your parent club in projects and fundraisers. Alternatively, consider a cyber club branch or committee that meets online but actively participates in your events.
 - Start or promote family programs like a Cub club if child care is an issue for your members. An Alpha Leo club might be helpful if teen issues are distracting parents.
 - Does your club allow members to participate in selected activities, or is participation in every club activity required?
- Does your club respect the time your members have available to volunteer?

Addressing Expense

Money is an issue for most people. Do the dues seem too expensive because your members feel they do not get value for the money they spend, or is the amount simply more than they can budget? Consider the following:

- Look carefully at your club's dues. Might more members stay with the club if it was less expensive? Could this offset a reduction in club dues?
 - Would costs decline if you eliminated a full meal at every meeting? Perhaps have meals only at designated meetings, provide refreshments instead of a meal, or offer an optional meal after the meeting concludes.
 - Could a different meeting place reduce costs?
 - Consider shifting the cost of some club activities from fully sponsored by the club to a fee for participation or partially sponsored by the club.
 - Inform your members about appropriate LCI programs that can decrease the cost of being a Lion. Student, Leo to Lion, or Family Membership programs can all reduce international dues for qualified Lions. Consider a reduced dues program at the club level as well.
- Could a Cub Club program eliminate childcare costs for members while they attend meetings or events?

Addressing Membership Issues

The most common responses related to membership issues are:

- Not enough younger members.
- The club did not encourage the participation of my family.
- The club did not treat women fairly.

I was unable to network for my professional development.

A key to a healthy club is actively encouraging diversity in membership. The Lions Learning Center offers a course on Valuing Member Diversity.

- Evaluate your club's current projects and opportunities. Are there new projects your club would like to develop that could attract new members? For example, developing a networking event could promote your club to prospective target members and provide opportunities for your current members as well.
- Utilize the Young Adult Recruiting Guide to learn how to invite younger members into your club.
- Creating family programs like a Cub club or a Leo club allows your club to involve members' children and grandchildren, and may encourage younger target members who have children to join.
- Some younger members may be caring for parents or older relatives. Make these family members feel welcome in your club and emphasize family involvement to encourage these members to join or remain with your club.
- Consider committee and project leadership roles as training grounds for new leaders. Younger members and women can use these opportunities to develop leadership skills.
- Examine your club's requirements for filling leadership roles. Are the prerequisites rigid or flexible enough to allow a variety of members to fill these roles?
- Can your members select a level of involvement that suits their lives at that particular time and adjust as necessary? Flexibility is key to attracting and keeping younger members.
- Use LCI's Member Orientation resources so your new members fully understand what Lions has to offer throughout their membership.

Make families welcome at service projects. Are there roles children can fill while their parents serve? Encourage your new members to invite others as soon as they feel comfortable doing so. Also, consider welcoming new members in small groups of 2-4 people. New members often find common ground and fellowship with other new members.

Addressing Club Culture

A Lions club is the sum of its members. As membership changes, clubs must adjust. The goal is to get your new members involved and keep your current members excited about your club. The most commonly cited issues with club culture relate to feeling out of touch or not part of the group:

- The club felt too political.
- The club felt too old-fashioned and stodgy.
- The leadership in my club changed, and I did not like the change.
- Clubs are too hierarchical and formal.
- I did not enjoy the Lions customs.
- There were not enough opportunities for us to socialize.

- I had been with the club for a while and started to feel unappreciated.

I did not feel like I belonged.

Think about whether your club is comfortable for your members:

- Tailor your club's practices to your members. Do your current practices help or stifle your club?
- What traditions, customs, and club rules support your club's vision of itself? Are the others helpful, or do they get in the way?

Do your club's activities reflect the club's goals, objectives, and mission? If a non-member looked at your club activities, what would your club's purpose appear to be? Is that in line with your club's vision of itself and your members' expectations?

Make every member feel that they contribute to your club and that their contribution is important:

- Respond when members make suggestions or offer input. Always follow up.
- Create opportunities for all members to get as involved as they want to be.
- Encourage new members to explore multiple opportunities within the club. Let them start where they are most excited, but be clear that committee participation rotates as part of leadership development.
- Use LCI resources such as Member Orientation to help your club make new members feel welcome and Club Officer Orientation to get new officers oriented.



- Encourage the use of the Mentoring Program and assign Lion mentors within the club in addition to the new member's sponsor. This provides two points of contact in the club for the new Lion.
- Be open to suggestions and adjustments suggested by all of your members.
- Use your club's existing service projects as a source of ideas and guidance on what has worked or not worked well for your club, but not as a list of "what we must do."
- Make a practice of reviewing your club activities as well as the plans. Be open to your members' evaluations of existing ideas and any new ideas for improvement.
- Hold joint meetings and joint service projects with nearby Lions clubs. This can generate new ideas and new perspectives.

Encourage each club member to invite community members to join your club whenever they meet someone who might enjoy being a Lion.

LCI has many resources for leadership training, including Emerging Lions Leadership Institutes, webinars, and online courses through the Lions Learning Center for ongoing leadership development for individual Lions.

Addressing Service

Remember that every Lion joined your club because they were interested in providing service. This is the common bond for your members. The most typically cited responses related to service were:

- Not enough focus on helping the local community
- The club did not provide the types of services that interested me
- Not enough opportunities to serve the community

Too much focus on fundraising

Make sure your club's goals and objectives are clearly defined and communicated. Your members need to know what kind of service your club provides.

- Regularly check with your club to see what sort of service they want to provide. Are your projects tailored to the interests and abilities of today's club members? Is your current service what your members want to do?
- Why does your club do the same projects every year? Is it just "what we do," or is the club excited to do them?
- Can you make minor changes to existing service projects to meet your club's needs?
- Could your club's projects keep the same focus but be better tailored to your community's needs?
- Consider the scale of your service projects. Do you have one large annual service event or several smaller events? Which is better for your club? Which is better for your community?
- Think about new projects. Consider a joint project with other groups who share the same objectives. Your club can create a new service project-oriented to a particular interest or community event.

- Consider an Adopted Service Program or Global Service Action Campaign. These programs have already been successful somewhere in the world. Look at some new options for service projects.

If your club has not completed a Community Needs Assessment, this is a good place to start. This will help you identify the areas of need in your community.

LCI has many resources and ideas for service projects that could reenergize your club! Visit the LCI website and review the resources available for planning projects. Complete Service Activity Reports for all your club's activities and service projects as a record of what was done and a way for your club to track all the services you provide to the community.



Lions International

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Conclusion:

To achieve the MISSION 1.5 Goal, we must prioritize retention, as without it, we cannot truly achieve our objectives. Our efforts should focus on recruiting new members into existing clubs, chartering new clubs, and ensuring high retention rates to enhance member satisfaction. We need active membership involvement in community services, transparency in all actions, improved communication between leaders and members, and the creation of a positive environment. Establishing harmony between individual Lions and Leos, fostering inclusivity within clubs and districts, and offering opportunities for personal and professional growth through training, networking, and leadership roles are crucial steps toward realizing our mission.

Growth is critical to our service and the future of Lions.

Success depends on us and every other Lion.

We are accountable to each other and the communities we serve.



Lions International

Lions International

MD 325, Nepal

Mani Shree Ratna Bajracharya
Past District Governor
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