



Member Retention Action Plan

DISTRICT 24 C



Goal	Action Steps
<input type="checkbox"/> Service Activities	Improve member satisfaction across District 24 C to prevent club drop-offs
Goal Improve member satisfaction across District 24 C to prevent club drop-offs	<ul style="list-style-type: none">• Routinely survey members on their interests and needs• Hold a district-level orientation for new members• Engage existing members by developing projects around their interests• Highlight members' achievements through district communications
Date to Begin	December 1, 2025
Date to Begin	Survey tools, new member materials, project ideas

Key “Stop the Drop” Membership Retention Strategies

1. Re-Motivate Existing Members

- Encourage *fellowship and exciting service opportunities*.
- Develop engaging service projects that align with members' interests to deepen emotional investment.

2. Build a Plan for Retention

- Use the ***Build a Plan*** step of GMA to create structured member engagement and retention goals.
- These plans include **SMART goals**, targeted action steps, responsible parties, timelines, and evaluation methods.

3. Identify Weaknesses via SWOT

- Conduct an analysis at the club level to identify internal weaknesses (e.g., unwelcoming environment, poor communication) that may be leading to member drop-off.
- Convert perceived threats (e.g., other organizations gaining visibility) into partnership opportunities.

4. Celebrate and Communicate Value

- Regularly recognize member contributions.
- Communicate the value and impact of Lions work to members consistently.

5. Tailored Engagement

- Understand members’ motivations—why they joined, what they hope to accomplish.
- Offer flexible volunteer opportunities, leadership pathways, and mentorship.

6. Use Exit Interviews

- When members leave, use respectful exit interviews to learn why, then adjust strategies accordingly.

Tools & Resources

- **Action Plan Template**: For setting SMART goals to improve member satisfaction and reduce attrition.
- **GMA Training Support Guides**: Offer complete frameworks for retention strategy through “Build a Team,” “Build a Plan,” and “Build Success” sessions.
- **Sample Action Plans**: Include examples like strategic induction days, targeted club extension efforts, and community-specific outreach.