



MULTIPLE DISTRICT 410 – 2023/2024

REPORT TO 3rd COUNCIL OF GOVERNORS MEETING – 2 May 2024

PORTFOLIO – Global Membership Team Multiple District Co-ordinator

BY – Bevil Lakay

Council Chairperson Bernd and fellow Council members,

Membership recruitment as well as retention has been a challenge for our Multiple District this fiscal year. And although we have had some growth over the last few months, it has not been as significant as we have hoped, however with the plans put in place by both districts I am confident it will yield results in the future.

District 410E

With membership being a challenge GMT continues to look at finding different ideas to stress this to clubs. Clubs remain the drivers of retaining and expanding the membership in this organisation. Slow progress is being seen with the Strengthen 410E initiative, especially where the program has been embraced by the clubs.

Based on feedback received from people that have resigned in good standing, 28% left Lions because of conflict, 18% due to the running of the club, and 8% due to ill health, surprisingly only 1% left because of costs. This follows a similar pattern found by Lions Clubs International.

The GMT and GET meets monthly to brainstorm membership issues and how assistance can be provided to clubs. A couple of resources have been provided to clubs.

The GMT has requested that Zone and Region chairs please encourage clubs to make use of the wonderful marketing materials coming from the marketing team.

Unfortunately, District 410E will not achieve the target of chartering 2 new clubs with an additional 40 members but will continue to look for opportunities to do so.

Several newsletters highlighting ways to assist clubs in growing membership has been circulated. Continued support will be offered to clubs with membership below 10 to get to 10, below 15 to get to 15 and below 20 to get to 20. Clubs over 20 members are encouraged to grow by at least 10%.

The challenge remains one of finding the right people who are keen to become part of our Organisation. The Extension team will continue to work alongside the Retention team to continuously promote the reasons for growth and provide ideas on how to do it.

By the time of this report, clubs have inducted **90** New Members.

To put things in perspective, if we could get all clubs to a minimum of 20 members, we would have a total of 1 329 members in the district and this would meet our District goal of Vision 2024-2027 to be a full district by 2027, and would fit in perfectly with Mission 1.5.

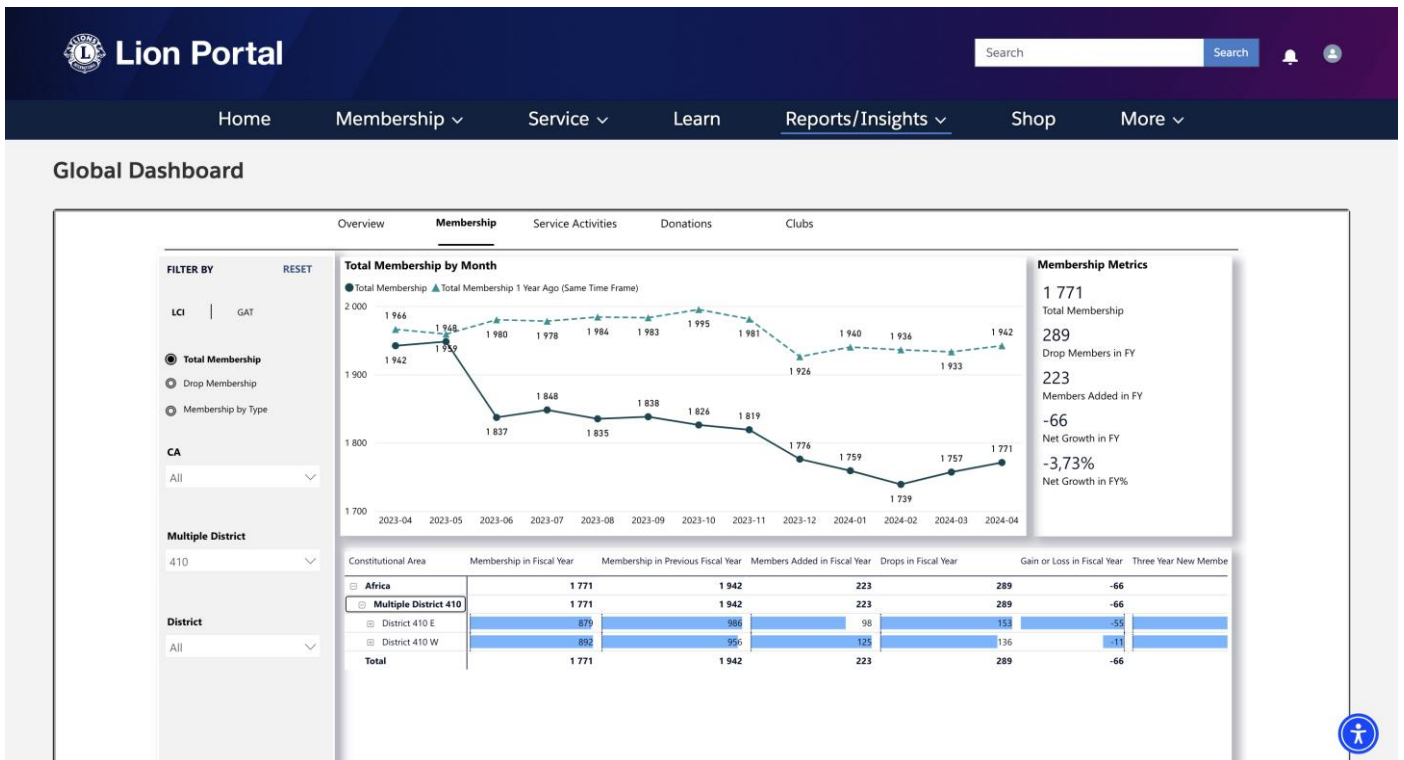
District 410W

As with District 410E the extension portfolio cannot operate on its own, the entire district membership growth goal is a combined effort which incorporates Global Action Team, Region and Zone Chairpersons and most importantly our clubs.

Consistent GET meetings have been held to keep momentum going for setting up clubs. It has been slow, but Atlantis seems on track with a few presentations planned.

District 410W has supported the Lion Clubs by sponsorship of the joining fee of US\$35 for a new member, but we can't always rely on this. Lions clubs must cultivate a culture of recruitment and creating their own progressive systems to attract new members and also retain those members. Membership growth and development is the responsibility of every Lion and it all begins from the very moment a Lion is inducted

The Global Membership Approach (GMA) for success is about building leadership at club level with continuous succession planning. Lions need to feel comfortable in their respective leadership roles in their respective Lions Clubs. And the Lions Club Excellence Award Application provides benchmarks of an excellent Lions Club. If this is used as a blueprint for each club, we are bound to see results in more membership, relevant and quality service and well as good leadership.



With just over 2 months left we need to increase our momentum and not slow down. Membership is my responsibility as a member. It remains the lifeblood of our organisation it's something that we need to constantly address, together with our service. We need to finish the year strong.

Our service needs membership and our membership will create more service, these two legs are what the organisation stands on, so we must take care of it.

I would like thank Council Chairperson Bernd for the opportunity to serve on Council. It was my first time and a truly enlightening learning experience. To the respective District GMT co-ordinators: PDG Alistair and Ian from **E** and PDG Paula and Jimmy from **W**. Your passion for the growth and livelihood for the organisation was my fuel for the year and it was a privilege to work with you. Lastly to DG Lindie and Neville, thanks for the support and guidance.

I wish all Lions a great Ubuntu Convention.

Regards,
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"Let's be Better"