



MULTIPLE DISTRICT 410 – 2024/2025

REPORT TO 3rd COUNCIL OF GOVERNORS MEETING AND MD 410 CONVENTION

PORTFOLIO – Global Membership Team- Multiple District Co-ordinator

BY – PCC Bernd Gerhard

Council Chair Bennie and fellow Council members

I would like to thank both GMT teams for their dedicated and focused efforts over the past 10 months.

Two membership summits were held in- District, in October, where PCC Cliff and I presented the framework of what needs to be done to achieve the MD 410 growth figure of 400 new members by the end of June 2025.

This revised growth figure had been agreed by the two District Governors at the Africa membership summit held at Lusaka, Zambia in September 2024.

It soon became apparent, that despite several focused efforts, the desired new club numbers have not materialized.

Extension

I will only concentrate on areas where current meetings have taken place with potential members:

410 E

Orkney - Was chartered on 15 March with 25 members

Lenasia – Will be chartered on 31 May with 20 members

Cradock – Have 18 prospectives. They are aiming to charter early in the new fiscal year.

Sandton – Have 12 members. They will charter some time in the new fiscal year.

410W

Strandfontein – Have held first meeting with second meeting planned for 7 May. This club will not be chartered this fiscal year.

Atlantis and Wilderness will more than likely be a branch club in the future.

Retention

410 E

I would like to compliment the GMT team, on their continued focused approach.

The below was implemented late last year and the drive is continuing with the desired retention results:

1.They monitor monthly drops in terms of various reasons such as “Nonpayment of dues”, “Resigned in good standing”, amongst several others. Of interest to note is that “Resigned in good standing” is around 2/3 of the reasons more versus “Nonpayment of dues”.

2.They have also identified clubs, **not only** based on low member numbers but rather on criteria such as:

1. Sustainability of the club,
2. When last a new member was inducted,
3. Is the club activity reporting their service on the Lion Portal,
4. Feedback from various role-players.

There are currently 17 of these clubs.

Zone/Region chairs have been assigned to work closely with club presidents and members to establish where they can assist, to improve their current operating approach, which will lead to better member growth.

410 W

Cape Town Host- PCC Paula Lang has transferred to them and is focused on increasing their current numbers.

Kirstenbosch – A focused effort is made to retain this club, as currently they have no club officers planned for the new fiscal year.

PCC Paula Lang is in communication with targeted clubs, with regards to increasing their current membership. The District Cabinet is on a drive to support this by paying for joining fees during the month of April, and substantial new member inductions are envisaged across the District.

Status, March 2025:

410 E	873	YTD Net growth	5,82%	77% Percentage of clubs under 20 members
410 W	836	YTD Net growth	-2.79%	76% Percentage of clubs under 20 members
	1709	YTD Net growth	3.03%	

The above figures do not show a positive picture.

There are pockets of excellence across both Districts and these leaders need to be applauded and thanked for their membership driven focus.

However by and large:

1. Some leaders are tolerating low per club membership.
2. Some leaders do not see the current problem facing our organization.
3. Some leaders are struggling to attract new members within a club.

I trust that District 410 W will work more closely with 410 E, to have the same retention approach. We cannot take the eye off the ball and at all opportunities our club leadership needs to be encouraged to ensure that they prevail over a harmonic environment where members are happy to serve and where differences of opinion are tolerated and worked through.

The effective use of and focus on social media platforms and marketing their service projects in the public eye, will certainly create interest in what our organization does.

I firmly believe that once the trend of chartering new clubs which will bring in “new faces”, “new ideas” and a “renewed focus” gets momentum, at social Lions gatherings, this will create awareness amongst all Lions to support our new club growth initiative.

We still have two months left, to make a significant difference and I encourage all Lions present to ensure that our current membership is retained after 30 June 2025.

Council Chair Bennie, thank you for allowing me to serve in this portfolio.