

GLOBAL MEMBERSHIP TEAM LEADER REPORT
To the Fourth Cabinet Meeting /District 410W Convention 2023/2024
Dated 2 May 2024

DG Neville, Fellow Cabinet Officers and delegates, here is my report to the Fourth Cabinet Meeting/ District 410W Convention.

Membership in our respective Lions Clubs rests in the hands of Lions Clubs. We cannot rely on district to always offer incentives to encourage recruitment and growth in club membership. In the last couple of years District 410W has supported the Lion Clubs by sponsorship of the joining fee of US\$35 for a new member. Lions clubs must cultivate a culture of recruitment and creating their own progressive systems to attract new 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. Ongoing orientation in Lions Clubs must exist within Lions Clubs especially when inducting new members. Membership and leadership development is a priority in Lions clubs so that projects and service of Lions clubs will continue and grow in their respective communities.

The Lions Club Excellence Award Application provides benchmarks of an excellent Lions Club. We cannot have declining numbers within our clubs, because the club will eventually not exist. We need to add extra focus on declining membership. I must emphasize that The Club Excellence Application 2023/2024 a Lions Club must have chartered a new Lions Club, or a Club Branch or a Leo Club and have positive membership growth at the end of the fiscal year and have contributed a minimum of US\$5 to LCIF per member in the club to qualify. The other aspects Lions Clubs have no problem to comply with requirements.

At all the Cabinet Meetings and GAT meetings and Zoom meetings I have attended I have requested the Zone and Region Chairpersons to discuss membership with their respective club members at club visits, Zone Meetings and Region Indabas with a special focus on reducing losses at club level by replacing those members lost due to various reasons and replacing these losses. Also reducing the average age of their club membership by inducting younger members, they will be and are the future members that will ensure continuity of Lions Clubs and service in our District and communities.

An updated working spreadsheet tracking the movements and performance of Lions Clubs in the District this fiscal year is included as an attachment.

Thank you, DG Neville for entrusting me this very important portfolio of GMT in District 410W.

James M (Jimmy) Lang PDG - GMT - District 410W