

## **Executive Summary for Membership Retention Framework and Plan**

### **General: Framework**

To strengthen Lions Clubs membership retention and engagement, clubs must reignite members' sense of purpose, make meetings meaningful, foster a caring and inclusive culture, revitalize service projects, invest in leadership development, build for growth through outreach and diversity, and keep the experience fun and fulfilling. A proactive "Dues Drop-Off" prevention plan — emphasizing personal connection and flexibility — ensures members stay committed to serving with pride and purpose.

### **SECTIONS I & II: Understanding Why Members Leave & Preventing the "Dues Drop**

To ensure strong membership retention and dues sustainability, Lions Clubs must address why members leave, build a positive and inclusive culture, strengthen leadership and training, keep service engaging and meaningful, and maintain personal connections that make every Lion feel valued. A proactive, relationship-centered "Dues Retention Plan" — with early outreach, celebration of impact, flexible payment options, and personalized communication — transforms dues season from a risk period into an opportunity to renew pride, purpose, and commitment to service.

### **SECTION III: Strengthening Club Health Year-Round**

To maintain strong, healthy clubs year-round, Lions Clubs should actively track member engagement through a quarterly scorecard, establish a dedicated Membership Care & Retention Team to support and reconnect members, and celebrate achievements to foster pride, belonging, and sustained participation.

### **SECTION IV & V: Key Takeaways and Recommended Practices Summaries:**

- Retention is a total membership life cycle process starting the day a new Lion joins.
- Summary of 10 Challenges and Recommended Practices to mitigate them