

Global Membership Approach



MD-2 Status Report

September 2022

August 2022 – How are we doing?

- Currently we have 2 new clubs, 841 new members in our clubs, 65 charter members and we have lost 784 members for a net growth of +122.

August Achievements

- MD-2 added 2 new clubs and they are listed in the District Highlights
- 9 of our 16 Districts had a positive net growth
- Service to others continues strong with 577,432 people served
- Club visitation by the District Governor or his representative has slowed a bit with 134 clubs visited
- Our District Governors participated in 35 club service projects this Lions year.
- GLT-MD, GMT-MD, GMA-MD and GET-MD continue to develop new areas of training for Zone Chairpersons, New Club Extension Workshops, Member Satisfaction and Retention initiatives.
- GST-MD continues to provide excellent help and support to make sure that all of our clubs are reporting their service activities. This month MD-2 had 325 or 42% of our clubs reporting service
- Districts are working on two major areas of concern; Rebuilding clubs with less than 10 members and developing retention strategies that will help to “close the back door.”

Plans for October 2022

- Charter 1 new club
- All districts are in the swing of our first of four membership drives for this Lions year.
- District 2-E2 will hold a forum of “what can we do differently.” Topics to be discussed are: What service projects is your club doing today? What service projects does your club need to do for your community? How do we get new members? How do we keep our members? How can the District help your club? Just to mention a few.
- District 2-X2 has the potential for a new club branch in Winona, Texas.

District Highlights

- ***CORRECTON***
- 2-E2 - The Fort Worth Southeast Lions club is coordinating with Lions District 2-E2 Organ and Eye Bank to purchase four S12E vision screening equipment. This equipment will be shipped to Cebu City/Dumageute/Manila Lions clubs for them to screen local children for vision deficiencies.

I reported this incorrectly as District 2-E1.



- 2-T1 – On October 22, 2022, the Clarendon Lions Club will celebrate their 100-year anniversary!
- 2-T2 – Plainview Lions Club had 68 Lions do community service projects that totaled 182 volunteer hours and serve 1,923 people.
- 2-E1 – Congratulations to the Jacksboro Lions Club for inducting 18 new members into the Jacksboro Leo Club.
- 2-E2 – The Colleyville Lions Club will start its annual membership drive on October 8, 2022. The club is divided into two teams evenly matched for approximately 6 months. At the end they celebrate with “Steak and Beans”. Winners = Steak, Losers = Beans. What a fund idea.
- 2-X2 has asked all clubs to adopt a philosophy in their club that prior to dropping a member, someone whether it be the member’s sponsor, club officer, seasoned Lin, etc., make a personal contact with the Lion to see what the issue is and try to retain that member. Retention is Key!! This is a great idea, and they have a title for this – “Take a Pause.”
- 2-A2 – The Eagle Pass Border and Eagle Pass Evening Lions Club joined forces to bring the district’s mobile eye screen unit to Eagle Pass to conduct a large-scale eye screening.
- 2-S1 – The GMA-D presented the “Be The Key – A Club Approach to Success” presentation to 3 clubs.
- 2-S2 – Formed a new Lions Club, Houston Indus Lions Club and an extension meeting will be held in October to focus on three new club development targets. The district is targeting two more ethnically oriented new clubs and one community based/traditional general focus club.

Issues/Concerns

- While service continues to be strong, we only had 42% of our clubs reporting their service activities. We need to work on getting more clubs to report service.
- Our new club goal is 29 new clubs. While that goal is attainable, we have only launched 2 new clubs so far this year. This means that we must average 2.9 clubs per month for the next 10 months to meet the goal of 29 new clubs this year.
- Retention is a key focus this year and we have dropped 784 members or 45.6% of our goal. All District must work on retention.
- We realize that retention in and of itself is not the be all to end all. Member satisfaction, treating members like they are family and to take a pause. This is an approach that MD-2 is taking this year to counter our losses. We have just adopted this and we look forward to seeing positive results.
- We are working to drill down the GMA process to the club level. While this will be a challenge, MD-2 will have the process in all clubs by the end of this Lions year.

MD-2 continue to be excited about this Lions year, and we are looking forward to continuing the momentum developed in the 2021-2022 Lions year!

“Be the Key!”

PDG Chris Gunstream
MD-2 GMA Champion