

# Microphone testing

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We will start this webinar at  
6:00 pm CET

**CA4**

**SUCCESS STORIES  
WEBINAR**



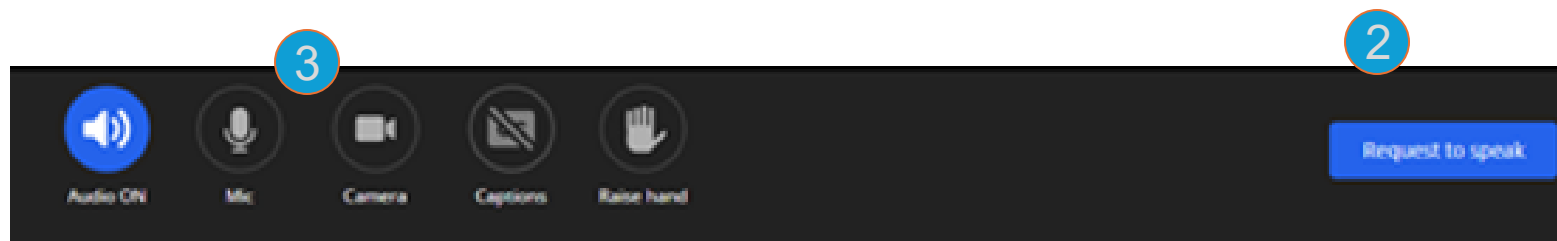
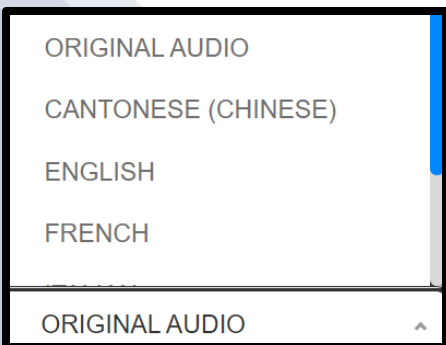
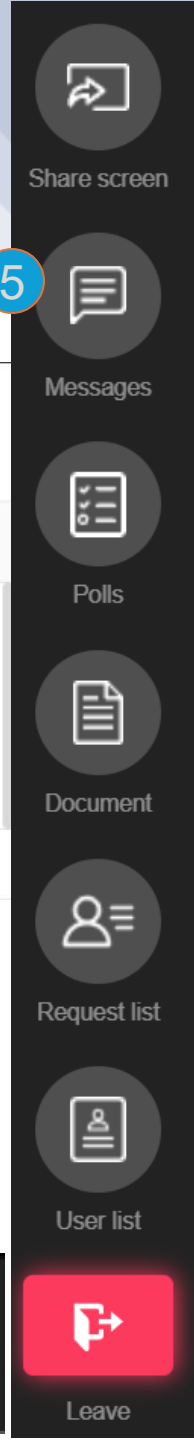
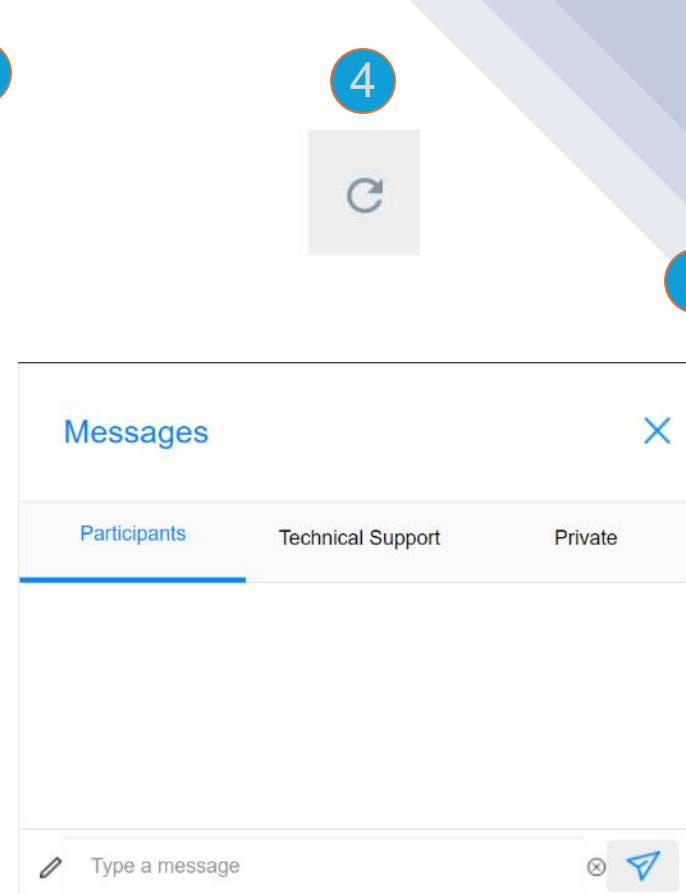
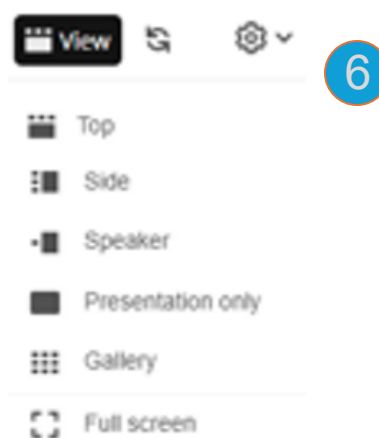
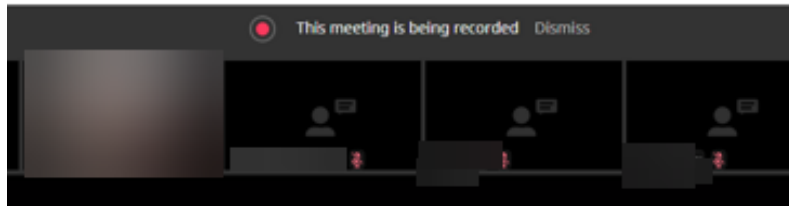
*Growing Clubs Across Europe!*



**MARCH 2ND, 6:00PM CET**

## KUDO Tips

- 1 Select your preferred language from the choices in the lower left menu
- 2 Click the Request to speak button to join those on screen
- 3 When your request is accepted, click the microphone and camera buttons
- 4 If you have technical issues, refresh the session, then check your language selection
- 5 Click the Messages button and choose
  - *Participants* to chat with all
  - *Technical Support* to request help
  - *Private* for individual chats
- 6 Select your preferred view from the choices in the upper menu





**CA IV GAT**  
**Constitutional Area Leader**  
**PID Elena Appiani**



**International Second Vice President**  
**Dr. Manoj Shah**

**PDG Jutta Künast-Ilg**

**Lions Club Nürnberg-Metropol Inklusion  
D 111BN**

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# Inspirations



DG Angelika Wieler's dream:  
built a **Speciality Club Inclusion**



Connections to people with disabilities



Partnership with Special Olympics



Inclusion is lived, not discussed

# Charter a new Club



Founding Group

Club Profile and Membership

Continuous Exchange

Workshop with interested partners

Interesting Founding Members

Charter Members

Chartered on February 16<sup>th</sup>



MISSION 1.5

# Challenges and Overcome

## Challenges

- Acceptance within the Lions community
- Bylaws & legal considerations
- Concerns of the disabled people

## Overcome

- Open dialogue and continuous communication
- Involvement of all interested partners
- Using resources and expertise

# Key Takeaways



- 1. Stay committed to the idea – remain flexible**
- 2. Plan together – work with structure**
- 3. Be transparent, engage in dialogue – key to success**

**DG Laurence Mercadal**  
**Lions Club Aix Passion Culture**  
**D 103SE**



# Success Story

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## Lions International Vision & Alignment

To Serve, to Share, to Unite

- A club aligned with the Lions strategy: sustainable commitment, attractiveness, innovation
- Culture as a lever for service and social connection
- Intergenerational relationships at the heart of transmitting Lions values



**A local project serving a global ambition**



# Success Story

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## Recruiting : our approach

### How did we attract new Lions?

- **Highlight cultural passion as a gateway**
- **To appeal to multiple generations, without age barriers**
- **Invite to open events (conferences, visits, cultural meetings)**
- **Promoting the Lions spirit: service, friendliness, commitment**



**Concrete projects have been our best recruitment tool**



# Success Story

## Difficulties encountered : The main obstacles

- **Lack of understanding of the current role of the Lions Club**
- **Reluctance towards long-term commitment to associations**
- **Finding a balance between Lions requirements and the expectations of new members**
- **Differences in rhythms and availability between generations**



**Classic but surmountable challenges**



## Key Takeaways



## What made the difference

1. **Recruit based on meaning, not institution → Passion attracts, values build loyalty**
2. **Propose before asking → Experience Lions before joining**
3. **Embracing intergenerational approaches → Adapting formats, listening and co-creating**
4. **Leverage partners → Credibility attracts new members**



**A model that can be duplicated in each region**

Final message & inspiration:  
A club that attracts and unites

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- **Lions of all generations**
- **Committed and trusting partners**
- **A culture that unites and gives meaning**



- **Lions Club Aix Passion Culture: a lever for attractiveness for the future of Lions clubs**



**SVDG Martijn Wokke**

**Alkmaar Victorie Club Branch**

**D 110AN**

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# Success Story

- Brand new club in Alkmaar (3rd club in town): **Lions Alkmaar Victorie**
- Used LinkedIn to inform people from my network to make **IMPACT**
- LC Bergen-Egmond-Schoorl wanted to be sponsor club
- Kick-off meeting in November 2024 > 14 members in branche club January 2026
- Mix of men/woman and all ages to reflect our community
- 3 members a recruiting members for new Specialtyclub focused on 'Hospitality'

# Key Takeaways

- Visit other network organizations like JCI or local clubs for membership recruitment
- Make a form to make expectations clear (include Lions code of honor)
- Don't tell the new members how other Lionclubs work, be agile and create your own way
- Make your club and impactful actions **VISIBLE** to attract new members

**DG Helene Dale Steindal**

***Traffic Light Project***

**District 104D**

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# Traffic light project

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## MD104 / Distrikt 104D

District Governor Helene Dale Steindal

The core model for our traffic light project in Norway is based on the monthly “Club Health Assessment report”



# The Core Concept

Club Health  
Assessment Report



The red-marked columns are used to create the report.

Excel Sheet



Excel Sheet

We extract data from the report into an Excel sheet, which we use to create our traffic light model.



# Club Health Assessment for District 104 D through January 2026

Status		Membership					Reports				Finance		
Times in Status Quo in Past 2 Years	Current Member Count **	YTD Members Added	YTD Members Dropped	YTD Net Growth% ***	Member Count 1 Year Ago	Dropped Members Avg.Length of Service	Months Since Membership Update	Current Officers Reported ****	Current President Repeated Term	VP Reported *****	Last Date Reported Service (mm/yyyy)	Account Balance	
3	Active	25	0	1	-3.85%	26	2	1	Y		N	09/2025	
7	Active	36	1	0	2.86%	34		3	Y	2	R	01/2026	
3	Active	24	0	1	-4.00%	26	17	6	Y		N	03/2025	
1	Active	23	3	1	9.52%	21	12	2	Y			01/2026	
3	Active	29	2	3	-3.33%	31	22	0	Y	3	R	10/2025	90+ Days

Klubbnavn	Sone	7 - Januar					
		Nye	Sluttet	President	Sist.Rap.	Rapport	Økonomi
LC Ådal	8		1	0	09/2025	4	
LC Ål	9	1		2	01/2026	0	
LC Andebu	4		1	0	03/2025	10	
LC Arendal/Tyholmen	2	3	1	0	01/2026	0	
LC Asker	7	2	3	3	10/2025	3	90+

# Traffic light project

To ensure objectivity, the status of each club is determined by predefined thresholds.

If a club falls into one of the following categories, their status will automatically trigger a change from **Green** to **Yellow**, or **Red**.

- Membership < 20 = yellow, < 15 = red**
- Member growth -10% = yellow, -20% = red**
- Presidential rotation > 2 = yellow, > 4 = red**
- Months since reporting > 11 = yellow, > 23 = red**
- Account Balance = 90+ Days = red**

31.01.26	31.12.25	30.11.25	31.10.25	30.09.25	31.08.25
23	24	24	24	23	23
21	22	22	22	22	21
26	26	26	25	25	25
20	20	19	20	20	20
33	33	33	32	32	32
40	40	40	39	39	39
17	18	18	19	19	19
180	183	182	181	180	179
23	23	23	21	21	22
15	15	15	15	15	15
18	18	18	18	18	18
21	20	20	21	20	20
38	38	38	37	37	37
26	24	24	24	24	24
15	15	15	15	15	15
52	51	51	51	50	50
31	30	30	30	28	29
20	19	19	19	19	19
259	253	253	251	247	249
11	11	12	12	12	12
17	17	17	17	17	17
9	9	9	9	9	9
11	12	14	14	14	14
52	52	52	50	49	48
38	38	37	37	37	37
24	24	24	24	23	23

# Traffic Light Analysis - Monthly overview

Medlemsutvikling 2025/2026 Distrikt 104 D								Medlemsutvikling 2024/2025 Distrikt 104 D											
28.02.26	31.01.26	31.12.25	30.11.25	31.10.25	30.09.25	31.08.25	31.07.25	30.06.25	31.05.25	30.04.25	31.03.25	28.02.25	31.01.25	31.12.24	30.11.24	31.10.24	30.09.24	31.08.24	31.07.24
	23	24	24	24	23	23	23	23	24	20	20	20	21	21	22	23	23	23	25
	21	22	22	22	22	21	21	21	21	21	21	21	21	20	20	20	20	20	20
	26	26	26	25	25	25	25	25	25	25	25	25	25	24	24	24	24	24	24
	20	20	19	20	20	20	20	20	20	20	20	20	19	19	19	19	19	19	20
	33	33	33	32	32	32	33	33	34	33	33	32	32	32	32	32	32	33	33
	40	40	40	39	39	39	39	39	41	41	41	39	39	36	36	36	36	37	38
	17	18	18	19	19	19	20	20	20	20	20	20	20	22	22	22	21	21	21
0	180	183	182	181	180	179	181	181	185	180	180	177	177	174	175	176	175	177	181
	23	23	23	21	21	22	22	21	23	23	21	21	21	21	20	20	20	20	21
	15	15	15	15	15	15	15	15	15	15	15	15	15	16	16	16	16	17	17
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	21	20	20	21	20	20	20	20	20	20	20	18	18	18	18	19	19	19	19
	38	38	38	37	37	37	37	37	37	37	37	38	39	39	39	39	40	40	40
	26	24	24	24	24	24	24	24	24	24	24	24	23	23	23	23	23	23	23
	15	15	15	15	15	15	15	16	16	16	18	18	18	18	18	18	18	18	18
	52	51	51	51	50	50	50	50	51	52	51	50	50	50	50	49	49	44	44
	31	30	30	30	28	29	29	29	29	30	29	29	29	30	30	30	30	30	30
	20	19	19	19	19	19	19	17	16	16	16	16	16	14	14	15	15	15	15
0	259	253	253	251	247	249	249	247	250	252	250	248	248	246	245	246	247	243	244
	11	11	12	12	12	12	12	12	12	12	12	12	14	15	15	15	15	15	15
	17	17	17	17	17	17	17	17	17	17	17	16	16	17	17	17	18	18	18
	9	9	9	9	9	9	9	9	8	8	8	8	8	8	8	8	8	8	8
	11	12	14	14	14	14	14	14	14	12	12	12	12	12	12	12	12	12	12
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	38	38	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	39	38
	24	24	24	24	23	23	23	22	22	22	22	22	22	22	22	20	20	20	20
	35	35	33	33	33	30	30	30	30	30	30	30	30	30	29	29	29	29	30

# Traffic Light Analysis Overview

- **Green Zones: The District Backbone**
  - We have a solid core of clubs maintaining a stable membership of **20–30+ members**.
  - These clubs serve as the foundation and "backbone" of our district's operations.
- **Yellow Zones: Priority for "Optimal Follow-up"**
  - These are currently our most critical clubs for targeted support.
  - Many are hovering between **15 and 19 members**.
  - **Goal:** A small recruitment push (2–3 new members) will successfully transition these clubs into the Green Zone.
- **Red Zones: Immediate Intervention Required**
  - The bottom of our overview shows a cluster with very low numbers (**8–12 members**).
  - These clubs are vulnerable and must be prioritized for immediate visits.
  - **Risk:** Without urgent assistance, these clubs are at risk regarding their long-term viability.

# Key Takeaways: The Traffic Light Model

**Data-Driven Insight:** Knowing the facts and analyzing the data behind the color codes ensures resources are directed where they are needed most.

**Consistency and Momentum:** Monthly follow-ups turn one-off efforts into a continuous process, allowing you to catch negative trends early.

**Active Presence (Hands-on):** Visiting all "red" clubs shows commitment and provides a deeper understanding of local challenges that data alone cannot show.

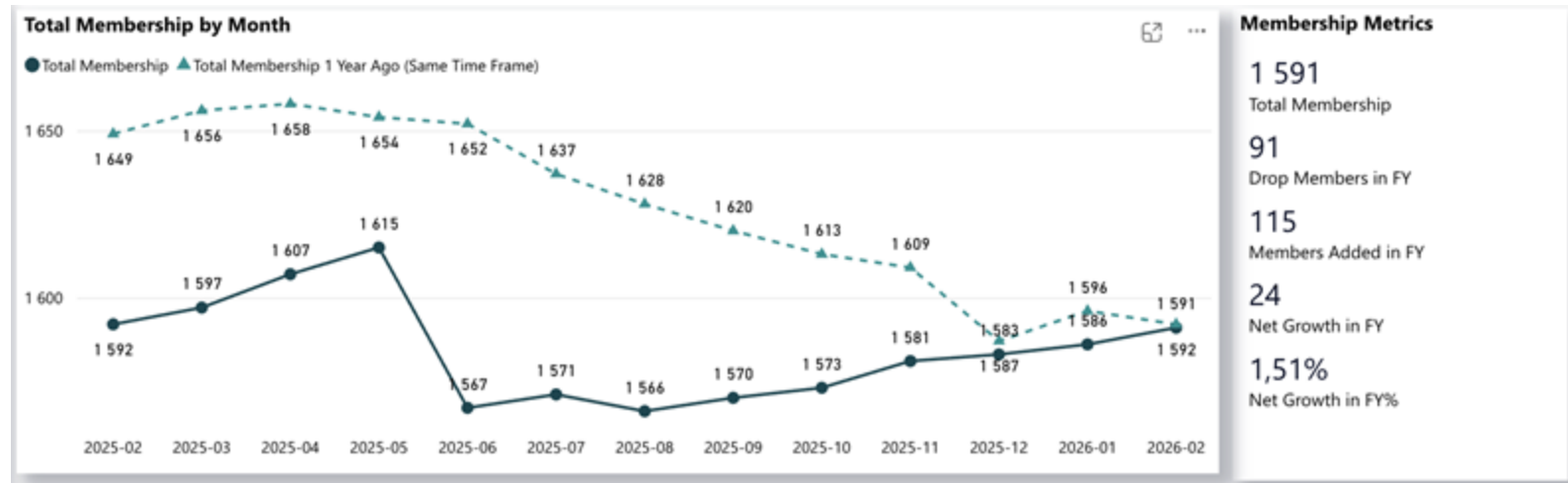
**Tailored Support Toolbox:** Providing specific help with **recruitment, member retention, and new activities** to revitalize the organization.

**The Positive Feedback Loop:** Strategic support creates **new energy**, which in turn leads to **measurable results**.

# Key Takeaways

The Traffic Light Model uses data to identify needs, meets clubs where they are, and injects targeted support to turn "red" trends into "green" growth.

År	Gain/Loss	Status
2021-2022	-139	<span style="color: red;">●</span> <b>Sharp decline (ev. Significant drop)</b>
2022-2023	-103	<span style="color: red;">●</span> <b>Continued decline (ev. Ongoing fall)</b>
2023-2024	-2	<span style="color: yellow;">●</span> <b>Stabilization (Near zero point)</b>
2024-2025	-85	<span style="color: red;">●</span> <b>Relapse (ev. Setback)</b>
2025-2026	24	<span style="color: green;">●</span> <b>Positive growth (Turnaround in progress)</b>



# Question & Answer

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→ Select **Request to Speak**

OR

→ Write your question in the Participant chat



# Mission amplification

Our *MISSION 1.5* landing page helps Lions learn about this exciting initiative and get the tools to take action.

Questions?

Email us at [gat.ca4@lionsclubs.org](mailto:gat.ca4@lionsclubs.org)



ME





MISSION 1.5

Thank You