

Lions Clubs Troubleshooting Guide



This guide identifies common club and district issues and provides resources with potential solutions.

Club Challenges

Our members are not engaged or our club is losing members

Members skip meetings

- Ensure member communications are being sent a week prior and a day prior to meetings
- Ask your members by using the [How are your ratings](#) survey
- In the [Club Quality Initiative](#), complete *Assessment 3: Pursue Club Organizational Excellence*
- Review quick tips for [Meeting Management](#) and [Listening and Communication](#)
- Have club leaders complete the [Membership Satisfaction Guide](#)

Members don't participate in meetings

- Use [Your Club, Your Way!](#) for new meeting ideas
- Get your whole club involved by participating in the [Club Quality Initiative](#)
- Learn more about Team Motivation, Promoting Innovation and Valuing Member Diversity through the [Lions Learning Center](#)
- Schedule a variety of activities for your club and communicate them with a [Club Activity Calendar](#)

Members argue in meetings

- Try the suggestions in the [Quick Tips for Conflict Resolution](#) document
- Lead one of the [Teambuilding Activities](#) at your next meeting
- Learn Conflict Resolution skills through the [Lions Learning Center](#)

We don't do meaningful service projects

- Conduct a [Community Needs Assessment](#) and discover new ways to serve
- Share our [Service Impact Stories](#) and solicit ideas for new service projects
- Complete *Assessment 1: Enhance Service Impact* in the [Club Quality Initiative](#) for ideas

We don't know why members drop out

- Find out by sending a local survey, similar to the LCI [Dropped Member Survey](#)
 - Review the survey analysis on [Why Lions Leave and How to Retain Them](#) for more ideas
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Our club does not attract new members

Our club is not well known

- Choose from [30 Marketing Ideas](#) to help promote your club
- Take our [Lions Learning Center](#) course on Public Relations
- Review the Social Media resources available from [Lions SMiLE](#)
- View the [PR Guide webpage](#) for more ideas, tools and resources

Our members do not know how to ask people to join us

- At a club meeting, ask which [Benefits of Membership](#) are most important and have members craft their own Lion [elevator speech](#)
- Share the [Our Story](#) handout and the [Just Ask! Recruiting Guide](#) with your club members
- Deliver a [Recruitment](#) presentation and ask members how to best adapt it for your community
- Check the [Club Membership Chairperson e-Book](#) for additional ideas and resources

Our club does not know how to grow

- Distribute copies of the [Lions Make a Difference](#) brochure and ask for membership growth ideas
- Develop an outreach plan with the [Just Ask! Recruiting Guide](#)
- Prepare for a successful membership growth event with the tools on the [Membership Growth Event](#) webpage

More young adult members would benefit our club

- The [Young Adult Recruiting Guide](#) and [Young Adult Recruiting Guide PowerPoint](#) provide tips and ideas, including revitalizing club operations to attract young adults
- The [Be Part of Something that Matters brochure](#) targets young adults for membership and is useful when inviting young members
- The [Become Involved Become a Lion](#) video highlights young adults speaking about why they became a Lion, the benefits of membership and types of service projects clubs are involved in

Guests come to meetings, but do not become members

- Create a welcome plan for prospective members who come to a meeting and discuss how each club member can contribute
 - Share the [LCI Fact Sheet](#) and [Benefits of Membership](#) flyer with prospective members
 - Learn more about conducting a great meeting with the [Lions Learning Center](#) courses on Meeting Management and Public Speaking
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- Ensure your club is focused on valuable service with the [Community Needs Assessment](#) and the [Club Quality Initiative](#)
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Our club has leadership issues

No one wants to take leadership positions

- Hold a club discussion about the value, expectations and benefits of being a club leader
 - Start a mentoring program where each club leader actively trains their replacement throughout their year
 - Contact your GLT district coordinator and request an [Emerging Lion Leadership Institute](#)
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Our leaders stay in the same position year after year

- Encourage club leaders to practice succession planning as encouraged in the [Club President/First Vice President e-Book](#)
 - Take the Succession Planning training course in the [Lions Learning Center](#) (available in February 2020)
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Our leaders don't know their roles

- Encourage all club officers to become familiar with the [Club e-Book](#) specific to their positions
 - Encourage incoming officers to attend the training offered by your District
 - Make sure club officers know about the Club Officer training available to them through the [Lions Learning Center](#)
 - Develop a [Club Activity Calendar](#) to help leaders prepare for annual organizational activities
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District Challenges

Our district is losing clubs

We don't know how to prevent club loss

- Review the [Club Health Assessment](#) every month and look for the warning signs of clubs at risk
- Use the [Club Assessment](#) tool to identify specific problems within at-risk clubs
- Ask at-risk clubs to apply for [Priority Designation](#) and accept the assignment of a [Certified Guiding Lion](#) to assist the club

Our new clubs lack direction

- Use the [Charter Night Planning Guide](#) to get new clubs off to a good start
- Share the [New Club Journey](#) webpage to provide resources for new club next steps
- Plan a regular schedule of check-ins with the [Certified Guiding Lion](#) of new clubs throughout the club's first two years.
- Ask Zone chairpersons to invite Guiding Lions to [Zone meetings](#), so challenges and solutions can be discussed

Our district is not chartering new clubs

We don't know how to start new clubs

- Read the overview in the [Lions Clubs. Better communities. Changed Lives.](#) brochure
- Learn the steps in the latest [New Club Development Guide](#)
- Request a [New Club Development Consultant](#) by completing a [Workshop Request](#)
- Recruit a knowledgeable Lion to be a [Specialty Club Coordinator](#) and start multiple specialty clubs

We don't know where to start new clubs

- Check the list of [District Cities with population 1000+ and cancelled clubs](#)
- Explore the [North America Lions Club Map](#) which links to [city-data.com](#), a webpage packed with demographics on any city entered (use the More menu to select cities in Canada)

We need materials to help us start new clubs

- Order a New Club Extension Kit by emailing membershipdev@lionsclubs.org
 - Use the [Marketing Kit](#) to create flyers, postcards, brochures, promotion cards and more
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Traditional club models are not attractive to potential new club members

- Explore whether a [Virtual club](#) or a [Specialty club](#) would work better
 - Consider starting a [Club branch](#), until the new club determines how it wants to operate
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Our district is losing members

Our club membership chairpersons need extra support

- Share the online resources for this position: the [Club Membership Chairperson Job Description](#), [Club Membership Chairperson's Guide](#) and [Club Membership Chairperson e-Book](#)
 - Ensure membership chairpersons are aware of the Club Officer training available to them through the [Lions Learning Center](#) and encourage them to attend relevant training offered by your district
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Club members are not connected to the larger organization

- Have all clubs participate in [Worldwide Induction Day](#) to foster a sense of belonging to our global organization
 - Provide district-wide new member orientations regularly using the resources from the [New Member Orientation webpage](#) and the [New Member Orientation video](#)
 - Encourage clubs to participate in the [Lions International Peace Poster Contest](#)
 - Hold a special reception for all new members each year at your [district convention](#)
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Our district is not gaining new members

Existing clubs are not actively recruiting new members

- Encourage clubs to incorporate service activities and social events with recruiting goals into their [Club Activity Calendar](#)
 - Lead a district-wide service project (see ideas in [The Service Journey](#)) where community members are invited to participate and [recruitment brochures](#) and [membership applications](#) are shared
 - [Develop local partnerships](#) with other community organizations and take advantage of the incentives provided in the [Join Together](#) program
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Existing clubs are not welcoming to prospective and new members

- Encourage clubs to customize how their club works with the [Your Club, Your Way!](#) guide
 - Charter a [virtual club](#) and encourage the formation of [club branches](#) for members with differing interests
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Our district has overall challenges

We lack direction or accountability

- Ensure the District Governor shares the district vision and [goals](#) with all clubs through communications, zone rallies and club visits
 - Use the [Goals Dashboard](#) to track extension, membership, service and leadership goals
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We lack funds

- Apply for one or more of the [LCI & LCIF Grant Programs](#)
 - Find ideas to help fund your district convention in [How to Plan a District Convention](#)
 - Review the district budget and dues structure to identify ways to gain more value from district dues
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Our convention attendance is low

- Find ideas to improve the district convention in [How to Plan a District Convention](#)
 - Request best practices from other districts be shared at the next council meeting
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