

Council of Governors Fall Meeting MD19 GMT Membership Report

October 15/16, 2021

Our Clubs and District as a whole are still facing the same challenges we did during this time last year. Moving forward, working off the lessons learned from our Covid Campaign communications and website, as well as the online MD19 Environmental Survey, my plan is to reach out to both the Membership and Retention Chairs within each District. I will be in contact with each of them to schedule a zoom meeting to discuss the topic of club support in the areas of membership and retention strategies. Topic of discussions will include creating an online survey that will be distributed to Club Presidents, Secretaires and Membership Chairs to fill in on their Club's behalf. This will give us a roadmap of sorts to see where clubs are struggling the most and where strategies can put in place to assist.

From there, I will develop a Report Card of my findings to share at the next Council of Governors Meeting. This will also help develop a plan for moving forward.

See attached graphs outlining membership and club decline.

Click on this link to watch an example of a Lions promotional video of a service activity that is both modern and inviting in hopes of attracting new members. Hit "Ctrl" and click on the link at the same time to view the file.

https://www.dropbox.com/s/mqx17y4bwcg7djp/CAR_RALLY_2021_REVISED.mp4?dl=0

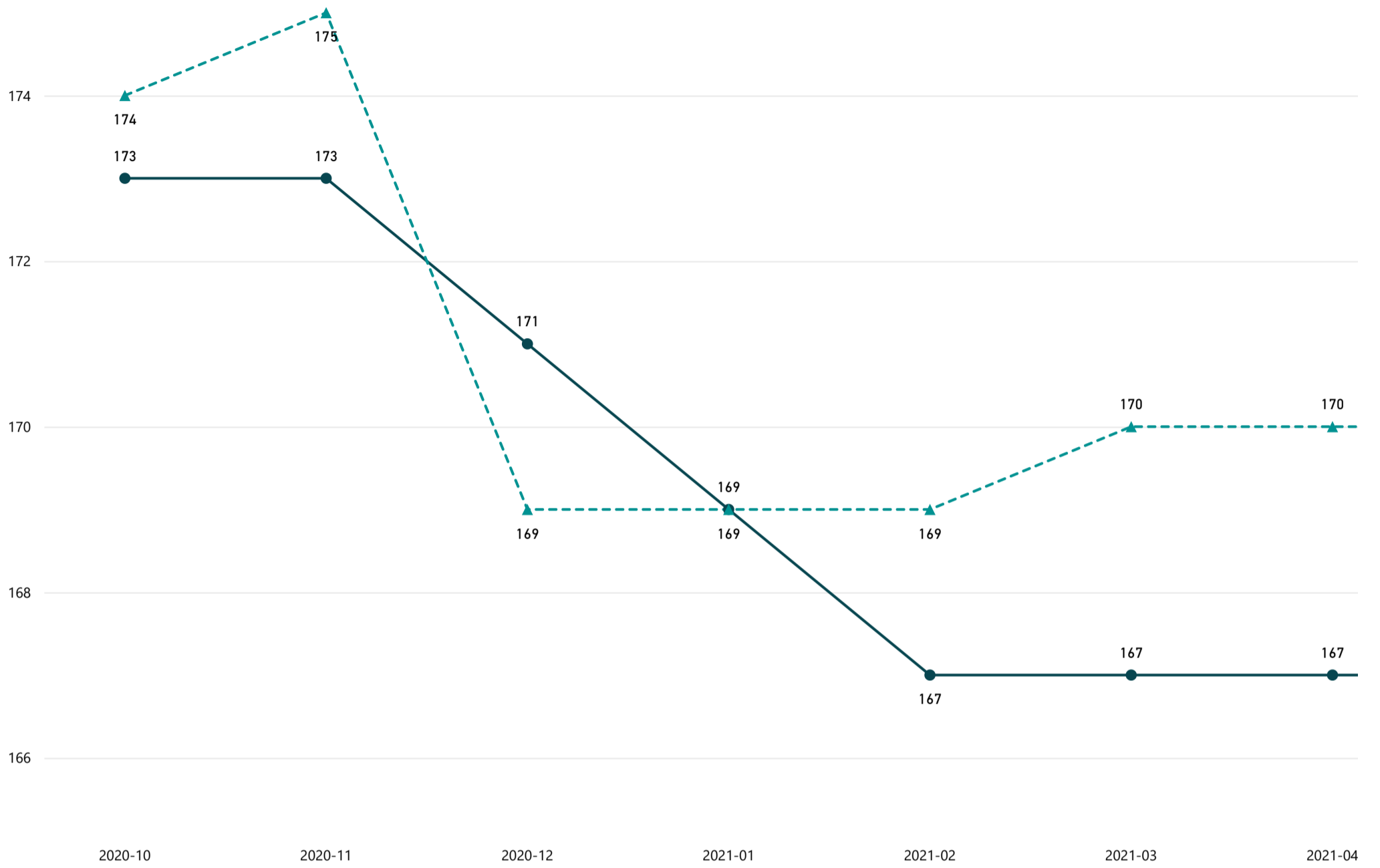
**Eric Miura
MD19 GMT C**



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TOTAL CLUBS

Total Clubs Total Clubs 1 Year Ago (Same Time Frame)



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Lions Clubs International

300 W. 22nd Street

Oak Brook, IL 60523-8842 USA

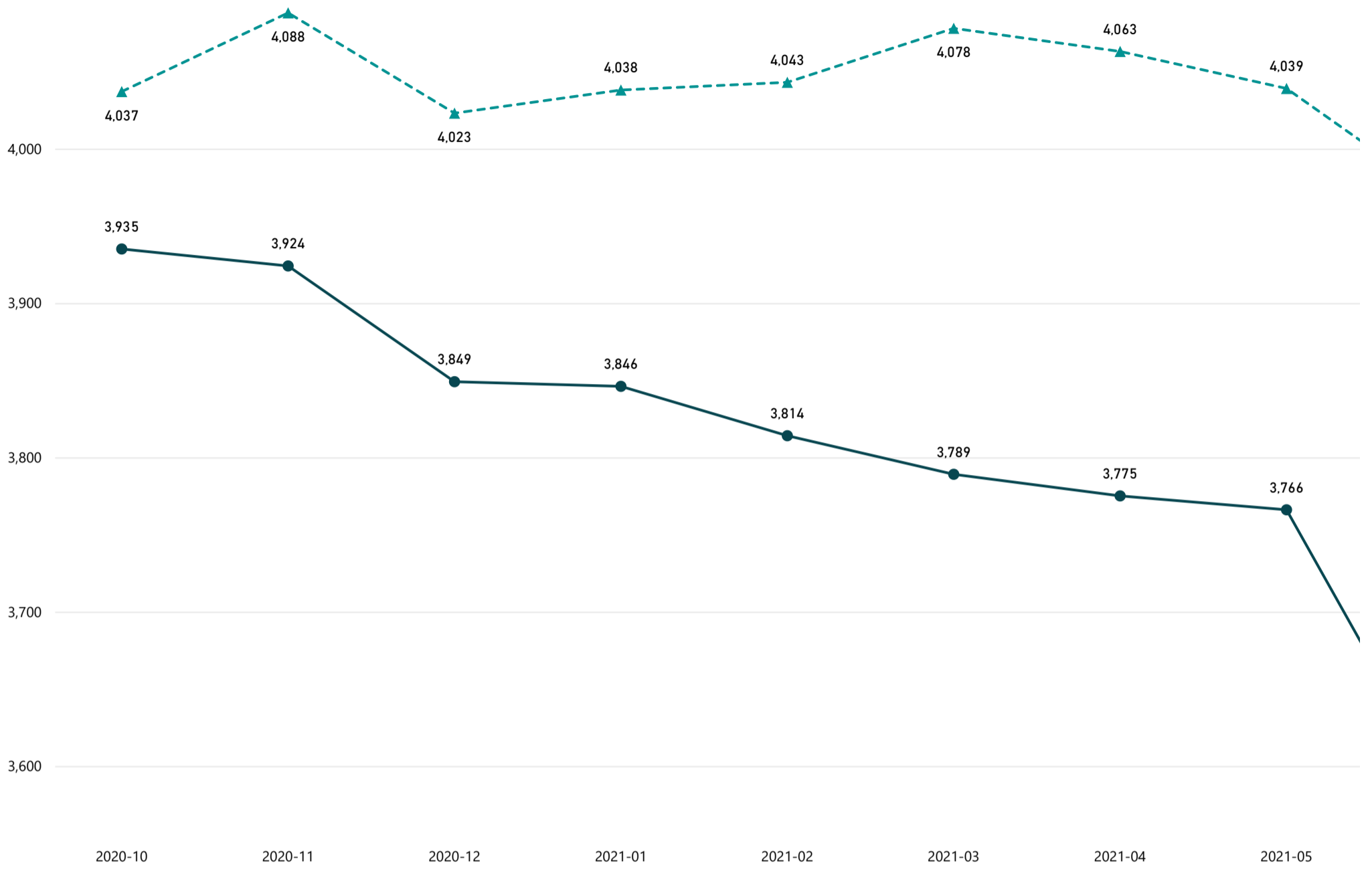
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TOTAL MEMBERSHIP BY MONTH

Total Membership Total Membership 1 Year Ago (Same Time Frame)



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