

## Club Health Assessment Action Strategies

Situation	Potential Problem	Possible Actions/Resources
<b>Membership</b>		
<p>Losing Members</p> <p>Note length of membership service to see if the club is losing new or established members and adjust strategy accordingly.</p>	<ul style="list-style-type: none"> <li>• Poor club meetings</li> <li>• Club not able to support the activities that are meaningful to club members</li> <li>• Not providing relevant service</li> <li>• Poor new member orientation</li> <li>• Lack of new member recruiting</li> <li>• Other reasons</li> </ul>	<p><u>Improve Retention</u></p> <p>Participate in the <a href="#">Club Quality Initiative</a> and conduct the “<a href="#">How are your Ratings?</a>” survey with existing members.</p> <p>Distribute the “<a href="#">Former Member Satisfaction Survey</a>” (located in the member Satisfaction Guide) to uncover why former members left the club.</p> <p>Based on the research, help the club retain members using the following tools:</p> <ul style="list-style-type: none"> <li>• Help club’s find a meeting format that meet’s member needs by utilizing <a href="#">Your Club, Your Way</a></li> <li>• Make sure activities are relevant and meaningful by utilizing “<a href="#">Making it Happen</a>”</li> <li>• Study the “<a href="#">Achieving Results</a>” module in the Lions Learning Center to improve the meetings</li> <li>• Utilize the “<a href="#">Club Officer Orientation</a>” in the Training Materials section of the Leadership Development Section to strengthen club leadership.</li> <li>• Educate clubs members on how the club operates and the value of membership by hosting a member orientation using the “<a href="#">Orientation Guide</a>”</li> <li>• Strive to achieve the <a href="#">Club Excellence Award</a>.</li> <li>• Utilize the <a href="#">Mentoring Program</a> to build stronger relationships with members and encourage members to strive to achieve higher leadership levels within LCI.</li> <li>• Recognize clubs that retain members with the <a href="#">Membership Satisfaction Awards</a>.</li> </ul> <p><u>Rebuild the Club</u></p> <ul style="list-style-type: none"> <li>• Consider utilizing the <a href="#">Priority Club Program</a> to allow the DG Team two additional visits and additional support!</li> <li>• Certified Guiding Lion – Assign a <a href="#">Certified Guiding Lion</a> to rebuild the club, conduct training and assign a team of club officer mentors.</li> <li>• Develop a membership campaign – <a href="#">Club Membership Chairpersons Manual</a>, utilize targeted membership initiatives to reach <a href="#">women</a>, <a href="#">family members</a>, <a href="#">students</a>, <a href="#">young adults</a> and <a href="#">others</a>.</li> <li>• Encourage the club to participate in <a href="#">Lions Worldwide Induction Day</a></li> <li>• Publicize club activities – <a href="#">Public Relation Resources</a></li> </ul>

Reports		
Months since the club filed an MMR	Club not filing the WMMR	Contact Club Secretary to make sure they have a password and to see if they need instruction on how to submit the report. Utilize the <a href="#">MyLCI training</a> for additional information or provide contact information from an experienced club secretary.
Years since last Officer Report (PU 101)	Club has not reported club officers for over a year	Contact the club to ask them to report club officers. They can be reported via MyLCI or using the <a href="#">paper officer reporting form (PU101)</a> . If the secretary needs assistance, guide them through the reporting process. If elections have not been held, work with the club to ensure proper elections. Provide <a href="#">training</a> and <a href="#">resources</a> to new officers and encourage them to attend zone meetings.
President Rotation	Current President has served more than 2 years consecutively	This may indicate a lack of new leaders. Encourage the club to elect new officers each year to build the club's leadership base, bring new ideas into the club and strengthen the club.
No Active Email	Notes the officers that do not have an active email	Since most officer communication is sent via email, having an email address is critical to the club. Contact the club to obtain uncollected email addresses. Updates should be made by the club's secretary via MyLCI.
Months Since Activity Report	Provides the number of months since the last on-line activity report	Contact the club to see if they are having problems filing their <a href="#">activity report</a> . Note that paper reports are not tracked on the report and encourage on-line submission. If the club does not have an activity to report, encourage them to conduct the " <a href="#">Making it Happen</a> " exercise to uncover possible activities.
Finance		
Account Balance	Notes if a club has a balance over 90 days	Contact the club to see if there is a problem with a payment and ensure that the club is collecting dues. Provide the club information concerning <a href="#">financial suspension</a> to help them regain good standing. Contact the <a href="#">Membership Billing and Account Service Department</a> for more information. Clubs can now pay on-line by registering online and accessing the <a href="#">on-line club statement</a> .
LCIF		
Donations for current fiscal year	Indicates donations from the club or a member of the club.	If a club has reported that a donation was made and it does not appear on the report, contact the <a href="mailto:donorassistance@lcif.org">donorassistance@lcif.org</a> to see if the payment was received and perhaps posted as dues or is unidentified.