

From the Retention Chairperson, PDG Jack B. McGaughey

You have probably been asked before, but I'll ask you again. **When does retention start?** If you say, "When you ask a person to become a Lion," you are right.

Also, the best way to lose a member is to not make him/her feel wanted, needed and appreciated.

Try speaking to ALL potential members of your club. Not just a "Hi," but introduce yourself and strike up a conversation. If all club members do this, the guest will feel a part of the group and will want to become a Lion.

To make them feel needed, put them on committees right away. Make sure they are just not on the committee by name but have them contribute with the other members.

Compliment them on their work; this will make them feel that what they are doing is not in vain, but is being appreciated.

These three little words; feeling wanted, needed and appreciated will keep members wanting to come back and will help solve your retention problem.

Before dropping a member, have the sponsor of the member talk to him/her and find out if there is a problem. If there is one, work to have it resolved.

If you need my help on retaining a member, give me a call at 724-763-7261 or e-mail me at jbmack@windstream.net. I'll do all I can to help save the member. I am also available to come to your club's meeting to speak on retention.