

Thank you again for the invitation to come and facilitate a retreat for the Aberdeen Lions Club. I really enjoyed my visit with you, and I feel that you made great strides in taking steps toward strengthening your club. Provided you continue that momentum, I see great things in your future!

Much was covered the night of the retreat, and many ideas were brought forward. Through your discussion, you narrowed down three issues that you felt needed focus. Those three issues were discussed by three different groups of people, and the following ideas came forth.

Issue: Members feel somewhat disconnected from the mission of the club.

Suggestions:

- The last meeting of the month become a “briefing” meeting, where everyone gets briefed on club activities and status of funds (i.e., information from the board meetings is brought to the membership).
- The membership is divided into four standing committees.
 - Service: This committee would seek out, implement, plan, coordinate, and follow up on all activities that do not involve raising or distributing funds.
 - Fundraising: This committee would seek out, implement, plan, coordinate, and follow up on all activities that involve raising funds.
 - Recruitment/Training: This committee would focus on how to recruit and orientate new members to the club. This committee would also create, implement, and follow up on a mentor program for new members, ensuring that no one slips through the cracks. Lastly, this committee would ensure that incoming officers are appropriately trained for their positions.
 - PR/Strategic Planning: This committee would focus on getting word of club activities to local news media as well as to district lions publications. This committee would also work on strategic plans for the club, including working toward having more Aberdeen Lions members holding district positions (zone chair, cabinet positions, etc).

Issue: There is more harassment and inappropriate behavior at meetings than is necessary or appropriate.

Suggestions:

- First and foremost, it was noted that if those present for the discussion made an effort to change their behavior at meetings, it is likely that the rest of club would take their cue and change as well.

- The issue needs to be addressed to the club, and it is important that the right person address the issue.
- Options for having a speaker brought in to address professionalism at meetings will be explored.
- If any individuals continue to be an issue, someone will be chosen to have a private discussion with that individual.

Issue: Recruitment, involvement and engagement of new members

Suggestions:

- Take a look at the songs that are sung – maybe do less. Is this off-putting to potential lions visiting the club?
- Those members who sponsor a new member are responsible for mentoring that new member – a system needs to be in place to ensure that this happens, and if it's not happening, assign someone that responsibility so no new member is left unmentored.
- The restructuring of meetings to include a “briefing” meeting, as suggested above, would do much to help new members feel attached to the club.
- Assign new members to a committee, but be sure that they not given too much responsibility in the beginning – ask them to co-chair rather than to chair something.

To the best of my abilities, I've taken what was said at the meeting and written it above, with some slight adjustments at times as to which section they fell under. These are a framework for you to use as you move forward in your club, and I encourage your executive committee, board, and club to discuss these options and decide which ones are most beneficial to your club. Again, these are guidelines for you to use, meant to be discussed and adjusted as further discussion is had; none of the suggestions above are official decisions. It is important also to note that these are YOUR suggestions, and not mine; my only role was helping you get to them.

It was a privilege to be a part of your endeavor and I look forward to hearing from you in the future, with updates on how your club is doing.

Thank you again for having me in.

In Service,
Lion Shiloh Oorlog