



MISSION 1.5

NSR Workshop

January 20th 9.45 h-11.30 h



Workshop Agenda

1. What can I do, as a leader, to help grow membership? (Elena)
2. What can districts do to support clubs? (Anne Kathrine)
3. What can clubs do to grow membership? (Kyle)



Inclusion of Leadership



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1. How are you, Leader, going to collaborate with the GAT Leader to reach your Area's goals?
2. What strategies are you already implementing to grow membership in your Area?
3. What is the best approach to communicate with members in your Area?
4. Who do you think should be involved in this Mission?
5. How are you Leader Lions going to collaborate with Group Leader to enhance 1VDGs training so they can be prepared for their year as DGs to accomplish Mission 1.5 Targets?

What are our next steps?

Have you identified the next club?

Do you need to find more Lions to support your goals?

Do you have a strong team and good communication?

Do you or your team need more training?



- 1. Forming New Clubs: How to identify areas for new clubs and passionate team members who can drive new club development?**
- 2. Attracting New Members: What are the different methods for recruitment and how to identify passionate team members who can help drive new member recruitment?**
- 3. Marketing for Growth: How to use social media, PR initiatives, and other ideas to grow membership?**
- 4. Digital Tools: How to use digital tools (e.g., virtual meetings and messaging apps) effectively and efficiently for communication, meetings, and events?**

Obstacles/challenges and how to solve them

- Obstacles on Recruitment
- Obstacles on chartering clubs
- Obstacles on retention
- Obstacles in leadership training
- Obstacles in service activities

How to solve and fix those obstacles?



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Thank You