

REPORT

NSR – meeting

January 2024

Workshop – Mission 1.5

Presentation attached

1. What can I do, as a leader, to help grow membership?

- Relevant info of the new member – right activity (CV). Activities with families.
- Involvement process. Follow new members.
- Knowledge about the club. Improve the club.
- Make it simple.
- Youth activities/project. Tik Tok. Leo clubs.
- Influencer. Brand ambassadors. Tell everybody, marketing. Vision – Lions in the world
- Mindset – involve others.
- Lions knowledge – all leaders be in front
- Understanding for change
- Change the norm.
- Positive spirit. I became a Lion.
- Open board meetings
- Information meeting GAT
- Inquiries to clubs – action.
- Fun. Tell about FUN in the club. Friendship.
- Strategies – happy members. Member satisfaction
- Communication – tell about Lions – social media information.
- Training officers
- Follow up about knowledge and social.
- Ask One
- Visible activities outside
- Make new clubs: municipality, politicians, institutions, web, from clubs closing.
- Make new members – new ideas: new residence, newly retired, new boxes, 50+
- Personal commitment – passion – right knowledge

2. What can districts do to support clubs?

Contact with clubs.

- Pick out cubs that are struggling (strength – opportunities – weaknesses)
- Relation between the clubs and the district
- Waking up the clubs
- Support
- Powertraining (3 parts)
- Membersatisfaction
- Willingness to grow and survive.
- Contact with clubs.
- Education – training
- Ideally go to each club – difficult
- The presidents don't ask for help. They expect the help to come. To many clubs are too proud to ask for help
- Ask the clubs: what do you do? Where are you in 5 years?
- Trouble to communicate with people in other age than you.
- The districts governor is the last one to know that a club is struggling.
- Make it simpler.
- Must start inside the club.
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Zone

- Zone and zonemeetings have to have a big role.
- What can the zones learn from each other?
- DGs team together with his/her team
- GMA support team joining each zone meeting
- Where is the zone chair? What are the zonechairs role? Role of the zonechair. They have been neglected.
- Strong zonechairs know what their job is.
- Zone has been weaker.
- Understanding the need of change. Use the GMT/zonechair direct into the clubs. They are not trained what to do. It is more than leadership.
- Leadership training. We must train them, teach them what to do as chairpersons.
- Too theoretical material
- Modify
- We are teaching them their role and what they are going to do.

- Lack of interest to be a zone chair. Find motivated zone chair. Must be honest about what they are expected to do.
- We find people, not competences.
- Use the skills from the zone chair that are doing a good job (also their professional skills)

Best practise.

- Success stories should be made available for other clubs. Could be made outside the district.
- Collect and share success stories – inspire others.
- Member from different clubs should visit each other.
- Models for visiting the clubs.
- Award: A statue you can steal from another club (passport=
- Activity banks
- Visit at another club when you are on business trip or vacation.

3. What can clubs do to grow membership?

- Have something people can be proud of. Keep activities fresh – attract different people. Improve marketing. Effective marketing.
- Be family friendly.
- Have engaged members – they need to support the club.
- Make it easy to join. Use different resources for recruitment – Chat GTP. Connect with new people moving in. Partner with other (Red cross etc). Recruit those who benefit. Re-engage members
- Clubs need to be willing to change. Be willing to adapt new ideas from new and potential members. Interest to draw you in. Integrate new members with seasoned members.
- Make it about why? The scruice.
- Flexible membership
- Club work needs to be meaningful. Do meaningful service. Good service activities are social as well.
- Get new members engaged. Set a culture where new members voices are heard.
- FUN

NSR in the future

Presentation attached

1. GAT Together?- GAT in the NSR context

The GAT is a vast network of dedicated Lions of all levels who are focused on helping districts achieve their goals. This important team helps foster club membership growth, increase Lions' visibility in the community through impactful service and build strong, innovative leaders.

Education

We could investigate finding a way to have more education between the countries on the internet.

Data exists for many educational areas, Hilde has done it some years ago. Maybe this information should be on the NSR webpages.

There is no need for common education any more.

Language – translation- helping each other translating the material.

Joint training

Develop a joint training program for the GAT teams.

GAT = club development in Denmark.

Create a common agenda, VCC creates a plan and agenda.

We start at the same level through the joint training courses for VDG.

What is the mission statement with NSR, if we want a voice in Europe we need NSR.

NSR training for the MD-GAT teams can be done as a webinar – by area leaders. Regular meetings after that

Requirements for each role in the GAT team?

To early to start common training, to different today. A lot of information at LCI. Learn from each other and discuss the role first.

Continue with joint training opportunities.

Experiences

We should work together not only in the IR but on GAT level. The GAT teams could meet for short meetings once a month. It should always be the next host country which should call the meeting and set up the first meeting.

Good practice:

We could learn from each other both how we practice Lions in the countries.

More information about Lions activities

Collect and share ideas.

We want to do so many different things, that is bad practice

The NSR meeting is profitable for the VCCs (new CCs) to attend

At the Council meeting there should be a mini seminar for the newcomers
Every project should have a preset ending, even ON

Systematic learning from each other:

The countries have similar approach to doing the things so we could learn from each other.

The GLT team works together regularly, GMT and GST do not.

They should meet once a year face to face (maybe in January for the coming year) and then otherwise online

There should be meetings between the GMTs. Who is responsible to arrange that?

GAT could have regular meetings during the year. The chair country is responsible. Could the area leaders take responsibility? Agenda with good points, minutes with results.

Mission 1.5

If things are going well in one of the countries, they could share how they do it and the other countries could do the same. Mission 1.5 have given everybody bigger role.

Common project(s).

We could try to find common project to work on that should be good. Everybody thinks we should keep on working together on common IR project and maybe get all the countries working together on common projects.

Could we have NSR internet club between the countries, with members from all the countries?

Service

In common projects we are too slow

Could there be a committee to decide faster on projects?

Projects should be open to everyone to participate, not just cold bank transfers from the NSR account

Even a project in Scandinavia was suggested (from Denmark)

The NSR project Diabetes camp has not taken steps forward after Finland started it

We could have joint projects like the tulip project

Orkester Norden is ok as long as NSR does not have to pay for it

2. "LCICON – whats in it for NSR and what do NSR want to get out of it?"

Get together

- ✚ Have breakfast, cocktail or barbeque party instead of dinner
- ✚ Take up again program where every country has some act

- ✚ Let everyone meet before Hospitality room and have get together then
- ✚ Obligatory mingling
- ✚ Send info to everybody
- ✚ Yes/no what is the purpose, maybe skip it altogether

Parade

- ✚ Instead of sending the box between convention every country is responsible of it's flag
- ✚ Rental flags
- ✚ Smaller flags
- ✚ Less flags
- ✚ New song / musician from EF
- ✚ Spotify, use speaker and use famous musician from each country f.e. ABBA, Kim Larsen exc.

Hospitality Room

- ✚ Cheaper location
- ✚ Invitation reduced
- ✚ Use drink coupons
- ✚ Alcohol yes/no/less/pmt
- ✚ Chec about sponsors in the country where the conventions is held
- ✚ Instead of food use snack
- ✚ Timeframe / timing
- ✚ Present unique activities from each country
- ✚ Have good atmosphere
- ✚ PR networking
- ✚ Have good sound systems for the speeches from the president and co
- ✚ If we have prosecco or something like that, keep some left to give to them

3. Purpose of NSR

Overall it can be said that we need to stand together as Nordic Lions in order to be heard on European and International level. Our influence can be much bigger that way, as well as our projects.

But we need to find a way to make NSR more known nationally, because many of our members have little or no knowledge of NSR and what we do.

One way to do that could be to make some common NSR projects in the 5 nordic countries. That could be on environmental issues or we could try to do the Tulip action in all 5 countries. That way we could market Lions much more locally, which hopefully could lead to an increase in membership.

Our NSR projects should not be mentioned as hosted by 1 country, but instead by all NSR countries, when talked about. That gives ownership to all

We need to emphasise the need to collaborate.

Suggestion that we take a bigger part in the general discussion in society to prove our value to non-Lions

Proposal that Lions who have served as GAT chairpersons qualify to become 2VDG

Suggested NSR mission statements:

Stronger together

We are the Nordic united prevention and help force

Be the key to succes

Changing the world together

Through strong commitment and collaboration among the nordic countries

NSR will be one strong voice in CA4 and LCI