

TRANSFUSION
TRANSITION
TRANSFORMATION
TRAINER/CLUB NOTEBOOK
COMPLEMENTING THE
INTERACTIVE TRAINING
PROGRAM

This notebook can be used to follow the trainer's facilitation of the DVD. Space is available to add additional information and to take notes.

SUMMARY OF THE TRANSFUSION/TRANSITION/TRANSFORMATION PROGRAM

“The program consists of sharing the evidence by experts on the reasons for membership decline in service clubs, reviewing and discussing through an interactive learning media production ideas on how to reverse the trend and accepting the challenge to implement those ideas that are reasonable, attainable and measurable thus resulting in a bright future for Lionism at all levels.

“Other than the Introduction (which outlines some of the research) nine modules are presented in a DVD format involving the attendees in discussion. The modules are: Recruitment, Induction, Orientation, Involvement, Recognition, Retention, Meeting Management, New Clubs and Public Relations.

“The program comes complete with a script to be followed by trainers and a Resource CD with many LCI publications and materials complementing the TTT program that can be downloaded and copied.”

The target audience for the program is the Lions Clubs. Using the various modules, clubs are encouraged to use the information and ideas that could ultimately recruit, involve and retain the younger generations as well as keep all age levels involved with their Lions Club.

TERMINOLOGY

The title of the program is described as:

TRANSFUSION: For many years efforts to address the recruitment, involvement and retention issues in Lionism have been quick fixes that I have not been successful. Programs that have been instituted have not been based upon the research that offers evidence why service clubs are no longer appealing. The research also offers ideas that can reverse the trend. It is clear an effort has to be made that includes a transformation from “what is” to “what could be”.

TRANSITION: Change – or doing things differently – cannot be accomplished suddenly. A great deal of learning to implement a successful move towards a transformation has to occur. Therefore, it is understood a transition period will occur with the understanding time cannot be spent too long in this phase or nothing will happen.

TRANSFORMATION: While a transformation is needed if Lionism is to survive beyond the next 20 years, it is understood the basic values, ideals and objects of the organization will not be sacrificed in moving in a focused manner towards implementing a positive change.

NOTE: Transfusion/Transition/Transformation is often referred to as: TTT or Triple T.

INTRODUCTION MODULE

Preconceived ideas why recruitment of new members is difficult has been shown not to be accurate by the research conducted by several authors. The presenter will guide through the following exercise:

RELEVANCY AND ITS IMPORTANCE

Below are the results of a survey conducted by several experts who have been involved in the study of volunteer organizations and why these organizations are becoming less attractive to the younger generation.

The nation wide survey of 2,500 X, Y, and Digital Generations asked the question, “If a service organization was relevant to your needs and life style and was also relevant in meeting the needs of a community, what reasons would you give for not belonging and committing some time to an organization?”

Responses	Perception in %	Response in %
Pressures of Time and Money	_____	_____
Mobility & Urban Sprawl	_____	_____
Technology & Mass Media	_____	_____
Generation to Generation	_____	_____

Tom Sullivan’s message:

What are your thoughts about “embracing change”? _____

What are your thoughts about “change is an opportunity”? _____

The introductory module stressed these major points: research was used to develop the program, declining membership can be reversed by understanding relevancy is critical to those making a commitment to belong and how delivery of the TTT program is implemented is critical if success is to be realized.

RECRUITMENT MODULE

What are your thoughts about the quote by Thomas McKee? “If we don’t understand generational differences, we will never be able to successfully recruit and manage General X or Generation Y.”

What is your response to the statement, “Younger generations are more concerned about personal goals and private initiatives over shared public concerns?”

PROCESSING THE MODULE

Thomas McKee suggests the younger generation will respond to a volunteer culture if the following is evident: (Your thoughts on each)

Fun _____

Efficient _____

Technologically Up-to-date _____

Empowering _____

Flexible _____

Improve personal/professional life _____

Recruitment ideas: (Your ideas on each).

Corporate Sponsors for Leadership Seminars: _____

Club Programs as a Recruitment Tool: _____

Involvement with a Project as First Exposure to Lions: _____

RECRUITMENT MODULE (CONTINUED)

Project Signs: _____

Networking: _____

Summary: (1) Newer approaches must be implemented if recruiting the younger generation is going to be successful; (2) There is more than one right answer in developing a creative recruitment which means embracing change:

\ **FINAL NOTE:** Review the Resource CD for additional fantastic ideas for recruitment.

INDUCTION MODULE

What are your thoughts about the quote by Robert Putnam? “Social networks help people stay healthy...if you don’t belong to a group but decide to join one, you cut your risk of dying over the next year in half.” _____

PROCESSING THE MODULE

Lions International has canned induction ceremonies that can be downloaded from the Resource CD as part of the TTT program. What is your response to the additional ideas advocated?

The program should be special: _____

The program should be separate from a meeting: _____

The importance of the sponsor being present: _____

An established procedure for issuing the Lions pin, certificate, packet_____

The value of having family, boss and co-workers present: _____

INDUCTION MODULE (CONTINUED)

The value of having some of the following ideas incorporated prior to the ceremony:

(1) Testimonials from a recipient of a Lions project:

(2) A thank you from a community leader for a Lions project: _____

(3) A note of thanks or a gift presented to a club member: _____

(4) Acknowledgement of a reward the club has received: _____

Summary: (1) Planning is essential if an induction ceremony is going to be memorable; (2) Imaginative ideas should be included in the ceremony to illustrate to the new members that the club is important to the community and that members will be recognized for their involvement; (3) The family, boss and/or co-workers being invited to attend the ceremony will gain an appreciation and understanding of the club and why the new member has chosen to join; (4) Proper presentation of the Lions pin, certificates and Lions info packet is critical.

FINAL NOTE: Review the Resource CD for additional fantastic ideas for induction ceremonies.

ORIENTATION MODULE

What are your thoughts about the quote by John Maynard Keynes? “The difficulty lays not so much in developing new ideas as in escaping from the old ones.” _____

The Orientation Manual from Lions Clubs International can be downloaded from the Resource CD that accompanies this program.

PROCESSING THE MODULE

What are your thoughts about the following points made?

(1) How realistic was the staging of the boring orientation? _____

(2) What is the real message behind the staging of the orientation? _____

(3) Why should orientation be an ongoing process? _____

(4) Who is responsible for the orientation process? _____

(5) When should orientation begin? _____

What impressions do you have of the following?

(1) Orientation first geared at the local club level: _____

(2) Orientation sessions being conducted over breakfast or lunch: _____

(3) Use of the tail twister to make orientation fun: _____

(4) When to incorporate orientation towards our history, ethics. Etc. _____

Summary: (1) Orientation sessions do not have to be boring; (2) Orientation sessions can be informative, entertaining and interactive; (3) Orientation sessions geared to the younger generation may be just as well received by those older members being recruited. The delivery system is the most important aspect for effective orientation sessions.

FINAL NOTE: Review the Resource CD for additional fantastic ideas for orientation sessions.

INVOLVEMENT MODULE

STATEMENT: “The last several decades have witnessed, not a general decline in civic engagement, but...reorientation from ‘old fashioned’ to ‘contemporary’ affiliation – away from Rotary, Lions...to Greenpeace & Sierra Club....If the current rate of decline was to continue, service clubs would become extinct in America within less than 20 years.” _____

INVOLEMENT MODULE (CONTIUED)

What are your thoughts about the quote by Mick Barrus? “Leadership is not a destination; it is a continuous yet ever changing journey.”

PROCESSING THE MODULE

Notes about the following points made:

(1) Your impressions about the following statement: “Young members want to be recognized and appreciated for their contribution.” _____

(2) The importance to utilize the skills of younger members. _____

(3) The importance for ideas suggested by younger members to be evaluated.

(4) The good or bad points of 100% attendance requirements: _____

(5) Not fining for networking about businesses or hobbies: _____

(6) The importance of identifying the resources a member may have: _____

(7) The value in having members give testimonials at club meetings about their experiences as a Lion: _____

Summary: (1) The younger generation needs to feel as if their being a member of a Lions Club is of value, their ideas are worth considering, and their skills are utilized; (2) The members belonging to Lions Clubs today represent an entirely different culture than pre-1064 members and if these differences are not understood we will never be able to successfully involve and manage X, Y and Digital generations; (3) The younger generation needs to know they have the flexibility to be creative and do things their way or a least equally interact with other members of the Lions Club.

Final Note: Review the Resource CD for additional fantastic ideas for involvement

RECOGNITION MODULE

What are your thoughts about the quote by Robert Putnam: “They (Generations X and Y) came of age in an era that celebrated personal good and private initiative over shared public concerns.” _____

The Resource CD has a downloadable copy of the LCI publication The Art of Recognition.

PROCESSING THE MODULE

Notes about the following points made:

(1) Thomas McKee’s list – recognition has to be: Geared to the Individual, Timely, Unexpected, Earned, Genuine: _____

(2) Calling one’s employer when a member received a special recognition:

(3) Recognition of achievements outside Lions involvement: _____

(4) Recognition fitting one’s life style: _____

(5) Family, fiends, employers, co-workers invited to recognition ceremony: _____

(6) Use of web site to announce recognition recipients; _____

(7) Sending email to congratulate someone recognized: _____

(8) Personal thank you notes: _____

RECOGNITION MODULE (CONTINUED)

Summary: (1) Plaques and certificates are important. However, there are many creative ideas that can be used to make recognitions truly appreciated; (2) Share the achievements of a member by notifying employers, family, friends through phone calls, emails, web sites, news releases, thank you cards, etc.; (3) Recognition for achievement outside Lions work is also important; (4) Remember, in order for recognition to be truly meaningful they must be: geared to the individual, timely, in some cases unexpected, earned and genuine.

Final Note: Review the Resource CD for additional fantastic proper recognition ideas.

RETENTION MODULE

Statement: If we don't understand generational differences, those of us who are baby boomers (born 1946-64) or of the silent generation (born 1925-1945) will never be able to successfully retain much less recruit or manage generation X nor generation Y volunteers." Thomas McKee _____

What are your thoughts about the quote by Patrick Cannon, "In an increasingly competitive volunteer environment, only clubs that change with the times will survive."

PROCESSING MODULE

Tom Peters in his book "In Search of Excellence" made statements to which your point of view is requested:

(1) "Organizations are not willing to undergo a total transformation." _____

(2) "The key to success is to embrace risk taking and acknowledge uncertainty."

(3) "The key to success is to relish change with the same enthusiasm and energy that was used to resist it." _____

RETENTION MODULE (CONTINUED)

Notes about the following points made:

- (1) **The value of having some meetings at different locations – project site:** _____

- (2) **The value of having occasional meetings as surprise or family night.** _____

- (3) **The realistic idea of occasionally alternating meeting nights.** _____

- (4) **The upside of matching members with their interests.** _____

- (5) **The win/win idea of holding meetings with neighboring clubs.** _____

- (6) **Frequently evaluating meetings, projects, fund raisers with younger member's input.** _____
- (7) **Involving as many members as possible in the meetings.** _____

- (7) **100% Lion Program** _____
- (8) **Proud Lion Program** _____

Summary: (1) Retention is one of the major problems facing the Lions membership crisis; (2) A willingness to change the way a club operates and involving the younger generation can make a difference; (3) A willingness to change the way a club operates can re-vitalize those long time members or those recruited from older generations; (4) Relish change and embrace the fact risk taking can help the club achieve its new approach.

Final Note: Review the Resource CD for additional fantastic ideas for the retention module.

MEETING MANAGEMENT MODULE

What are your thoughts about the quote by John C. Maxwell: “Most people are more satisfied with old problems that committed to finding new solutions.” _____

PROCESSING THE MODULE

Notes about the following points made:

(1) Meetings should be fun, informative and timely. _____

(2) Networking before the meeting. _____

(3) Meetings should be well planned. _____

(4) Meetings should follow an agenda. _____

(5) Meetings should involve as many members as possible. _____

(6) Reports should be printed ahead of time and distributed. _____

(7) Power point presentations should be used as much as possible. _____

(8) A copy of the next meeting’s agenda should be made available with items available for which volunteers can agree to present. _____

Summary: (1) Meetings should be well planned with room for networking, fun, participation, programs and “cut to the chase” decision making; (2) Meetings should be designed to involve as many members as possible; (3) Modern technology should be used as much as feasible to connect with the technologically savvy younger generation. (4) Members should be given the opportunity to sign up for future agenda items.

Final Note: Review the Resource CD for additional fantastic ideas for the meeting management module.

NEW CLUBS MODULE

Statement: “Communities have a number of needs but not enough resources to meet those needs.” _____

Statement: Historically Lions membership growth has occurred because of the formation of new Lions Clubs rather than the recruitment of new members. _____

What are your thoughts about the quote by Donald M. Nelson: “Popular thinking loves the status quo. We must stop assuming that a thing which has never been done before probably cannot be done at all.” _____

PROCESSING THE MODULE

Notes about the following points:

How realistic is it to have Lions Clubs formed in:

(1) Business Districts _____

(2) Major Corporations _____

(3) Medial Complexes _____

(4) Shopping Centers _____

(5) What other non-traditional locations? _____

(6) If invited to a club meeting to entice an entity, group or individual to explore the possibility of forming a new club, what should be the agenda for the meeting? _____

Summary: (1) New clubs are vital to the future growth of Lionism; (2) Innovative ideas on where Clubs can be formed should be discussed; (3) New Clubs should be formed incorporating innovative ways as discussed in previous modules whereby the younger generation will feel comfortable being a members.

Final Note: Review the Resource CD for additional fantastic ideas for the new clubs module.

PUBLIC RELATIONS MODULE

It is a fact “Lions Do Not Blow Their Own Horn”. What reasons can be given for this fact? _____

PROCESSING THE MODULE

Notes about the following points:

(1) “Media exposure is the single most powerful means of getting the Lions message before the general public.” _____

(2) Effective PR promotes interest and good will. _____

(3) It isn't the media doesn't want to cover the story – the event (story) has to be visually exciting. _____

(4) Stories that meet the needs of a community or individuals attract media coverage. _____

(5) Respected public officials and/or celebrities involved with service and fund raising projects. _____

(6) The value of having pictures and videos on a web site. _____

(7) The value of having testimonials on a web site. _____

(8) What can be done to make web sites known and easily accessed by reporters? _____

(9) What value is there to having a production class at a college or high school produce a video, announcement, web site? _____

PUBLIC REALATIONS MODULE (CONTINUED)

(10) What are the benefits of corporate sponsors involved in producing PSAs or other media outlets? _____

NOTE: A great deal of information was detailed on news releases. All trainers and clubs implementing the TTT program will have copies of the DVD and a script wherein a critical analysis can occur on the ideas presented.

Summary: (1) Effective PR creates interest and good will; (2) No longer is it okay for Lions to know they are doing good things. The public needs to know the Lions are doing good things; (3) The media is more accepting of stories that are visually exciting; (4) PR, in order to be effective, must be technologically up-to-date and fast paced; (5) Pitching a story in the right way creates positive exposure; (6) The younger generation is more likely to “tune in” to public relations that use modern technology to make a point or showcase a project.

Final Note: Review the Resource CD for additional fantastic ideas for the public relations module.

CONCLUSION

What are your thoughts about this statement by Ieva M. Augstmus: “No longer does it work to demonstrate how your (service club) is superior...Instead, this generation wants to know how the club fits into their life style and how it can help facilitate their bus lives. The definition of a (service club) is moving from an identification with a message to much more of an identification of an experience. The present generation is very interactive – thanks to technology – so they expect a club to deliver in a different way than older people might.” _____

Summary: (1) Become familiar with the DVD, Resource CD and script prior to presenting; (2) Conduct the training in a retreat type setting – at least away from the normal meeting location (may not be realistic once the training reaches the club level); (3) Allow for the free flow of ideas, questions, responses; (4) Implement those ideas that are appealing – one size doesn’t fit all. The future of Lionism relies upon approaches that represent a new vision and change; (5) Rely upon those trainers who trained you as a resource to assist to make all trainings informative, dynamic, interactive and filled with enthusiasm; (6) Remember the target audience is the clubs; (7) Have fun!