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# A Membership Journey

## LC Lier Twee Neten

Peter van Es



# Background

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LC Lier Twee Neten has always been an active and healthy men's club (32 members in 2005, average age 54)

In 2008 – 2009 a group of 12 (ex Round Table with friends) joined the club. The club steadily grew to about 50 members in 2012.

But: average age was climbing, moving up to over 60 in 2016

**Red flag was raised in 2015 : we needed urgent action! But what?**



# Committee 2026

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We established in 2016 a strategic committee “Committee 2026” with the following assignment:

**How should our club look like in 2026 – develop a strategic vision.**

They took the following actions:

- They made an inventory of subjects that should get tackled (no taboos)
- They organized an “off-site weekend” with presence of 20-25 members: brainstorming about all topics and come to conclusions
- They summarized the conclusions in a strategic vision that got presented to all club members and that got approved in October 2017



# Committee 2026 – key conclusions

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1. We should urgently get younger people in the club. It will not be possible to reach this by getting them into the club in the traditional way (1 by 1). We will need to get younger members in as groups (of friends).
  2. We should target groups in the following age categories: 25 -35 years and 35 – 45 years.
  3. In case of the youngest group we will have to find a way to make it attractive for them: 1° give independence to them, 2° make it financially feasible for them.
  4. In case we find a young group that is mixed (in gender), we will become a mixed club.
  5. In order to be attractive for younger members we have to develop our hands-on activities and get more visible to the public.



# The next step – the execution

## 25 – 35 age group

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- A very engaged and close group of 15 student friends out of our city (year of birth 1993) was graduating, including 2 sons of members.
  - They organized in 2018 a fundraising for a niece of one of the members (she got paralyzed)
  - We approached them during that evening and asked them whether they were interested to continue their activities and friendship within Lions
  - A few months later they came back on it and asked to further explore the idea. They became member in 2019.



# The next step – the execution

## 25 – 35 age group

- We made a starting memo with listing the possibilities to join Lions:
  - Start a Leo club
  - Start a branch club
  - Become member of Lier Twee Neten in a “club in club” concept
- The “club in club” concept was the preferred scenario for both groups:
  - They become member of our club
  - They operate under the name “Young Lions of Lier twee Neten”
  - They have their own board, meetings, fundraising and social projects
  - We will actively work together and be present at each others meetings

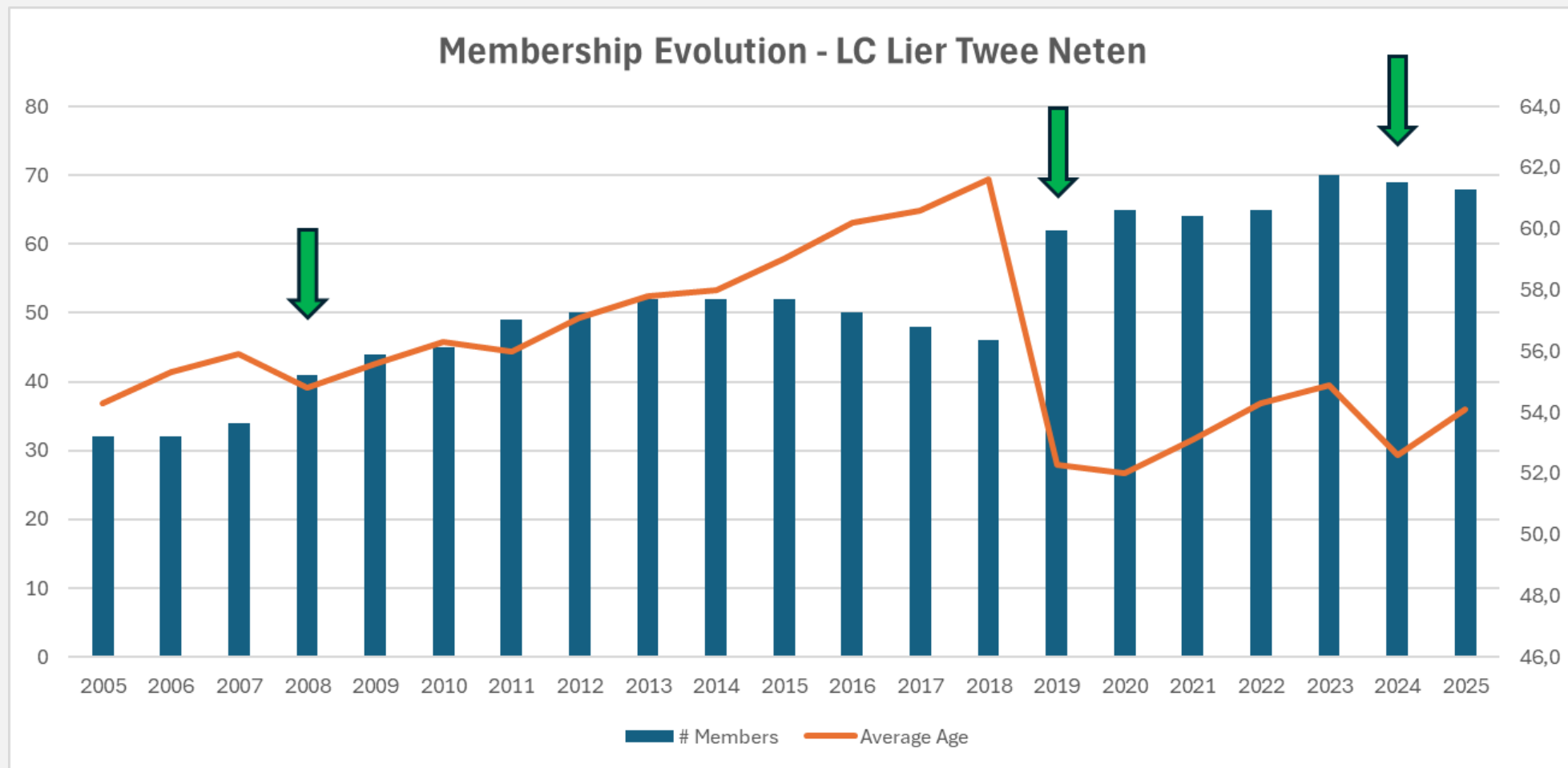


# The next step – the execution

## 35 – 45 age group

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- A group of 4 couples in the age group 30 - 45 got convinced to become member in 2023.
  - This group would not have been interested to join an “old club”. Thanks to the Young Lions our ‘age image’ has drastically improved and make us more attractive.
  - Since they joined, they are very active and bring in new members in this age category.

# Summary – the figures





# Challenges

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- Change Management within the group of more senior members:
    - They feel that it goes too fast
    - They feel that the club has changed too much
  - Integration of the two groups:
    - Some members want to accelerate the integration
    - The younger group is hesitant and wants to slow down and 'feels the pressure'
  - The Young Lions are in the phase of getting children: some cannot combine work, children and Lions and drop-out.



# Conclusions

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- As a club we became much stronger and are overall happy with the approach and steps taken
  - We now have a healthy age spread in the club
  - Becoming a mixed club was crucial in attracting the younger members