

**From Membership & Retention Officer Alan Chapman**

Due to the COVID situation, there has been very little opportunity to interact with Clubs.

I have kept in contact with the Salisbury & District Club (as an Acting Guiding Lion) which has continued to keep in contact with their community in a small way, mainly through their affinity with the Salisbury General Hospital where they have donated generously to a particular ward. They have recently made donations to help those in need with food requirements and other domestic needs.

It is very difficult to find a way forward for the club at present as many of the members do not have access to the Zoom meetings, although the members do keep in touch by phone and I am assured that they are on board with the day to day club progress. I can only help to keep the club together by attending all of their Zoom meetings, and making suggestion for their future.

Regarding membership and the future in general, it is the responsibility of all clubs to find new members in their local areas, and this best done by word of mouth, it is impossible for the District to do this for them; we do not have the knowledge of your area or the type of people who reside there. The district will do all that is possible to help and give advice to any club and give support where necessary. We lost four clubs at the end of December for a variety of reasons; it will be a challenge to replace the membership lost from these clubs.

With regard to Retention, it is the club's responsibility to maintain its membership and give support to any member who is struggling for whatever reason they may have for resignation; in many cases it is impossible to persuade a member who is intent on leaving for personal reasons, to stay and just take a back seat until their situation improves. In many cases the true reason may never be known and therefore you are only prolonging the inevitable.

Membership has to be the key factor in any club regardless of size, but the smaller clubs can rely on the support of the District Membership team when they need it. **If you don't ask you don't get!**

I am always available to speak to; my details are in the District Directory under Membership & Retention.

[PDG Alan](#)