



Havre de Grace Lions Club – Membership/Retention Plan – 2009-2010

Recruitment

Task each member with being receptive and prepared to answer questions about Lions Clubs. Be able to tell who Lions are and what Lions do. Be prepared to ask people what they expect from a community service organization, and what role they would like to play in that organization. Provide informative materials and contact information to them.

Seek prospects through networking with contacts you have in business, school, medical facilities, church, your neighborhood, etc. There's a world of caring people. Stress that Lions don't impede on family or work time. Lions are volunteers who do what they can to help their community.

Invite prospective members to a meeting; sponsor him/her by introducing him/her with specific information and enthusiasm. Encourage members to meet and welcome the prospect, and initiate individual introductions, as needed.

Challenge each member to invite at least one prospect during the Lion year.

Retention

Publish the Installation ceremony with photo in the local newspaper.

The Membership committee should conduct an orientation with LCI materials to better educate the new member with the scope and mission of Lions Clubs.

Conduct light-hearted meetings with interesting programs.

Encourage members to interact with all other members during the year without creating cliques, and inadvertently excluding any members.

Expose new members to the business and organizational process by including them in Board Meetings.

Encourage participation of all members, not just the "usual" workers, in Lions fund raising and community service projects.

Encourage participation of all members in opening each meeting, not just the VPs, i.e. Pledge, Song, Toast, etc.

Care enough to call absent members to let them know they are missed, and to offer encouragement and support if needed.

Keep members aware of Club happenings through the Newsletter and Phone Tree.