

Membership Plan For Ayr-North Dumfries Lions Club For 2009 - 2010

Membership retention and growth have been a concern of this club since its inception when we never saw some of our charter members after our Charter Night celebration!

We have conducted Lions Information Nights and door-to-door canvasses. We have invited friends and neighbours to our meetings. We talk to people attending our fund-raising events such as spaghetti dinners and euchre parties. All of this activity has produced one new member.

In the community we have a lot of competition for volunteers as our community is made up of a lot of young families with children in minor sports. They tend to want to volunteer with the various sports groups where their children will benefit vs. service clubs. Also there is currently a major fundraising initiative to raise money towards a new community centre with twin ice pads. This will distract the community from other activities for some time.

After 10 years of service our club is now starting to get recognized for the work we do. Attendance at our fund raising events is slowly gathering momentum and now, having received our Township Council's blessing for reduced hall rental fees, we will have a venue in the village which will hopefully encourage more people to attend.

Our membership has steadied out at 10 and these 10 members are faithful and hard working. We will grow but it will take time. In that regard we are patient and as attendance at our events grows, so will our presence in the village. With that, we would hope that increasing our membership will follow.

Our plan for this year is a 4 step plan as follows:

- 1) Update our club brochure and distribute around the community through a bulk mailing and having them available at various events.
- 2) Run a large news paper ad which will celebrate what we do as a service club and advertise the fact we need more members.
- 3) We are holding a community spaghetti dinner on February 25th where we will have displays and information about Lions and our club.
- 4) Hold an information night for those who maybe interested in joining.

Other steps we are taking are as follows:

- 1) Updating road side signs to indicate that "LIONS Meet the 2nd and 4th Tuesdays" complete with contact information.
- 2) Adverting each of our meetings in the local news paper "Coming Events Section".
- 3) Advertising meetings on local information signs.
- 4) Members will continue to talk up Lions in the community and talk to friends, neighbors and associates.

Respectfully submitted,
Lion Bob Kloske, President
Ayr-North Dumfries Lions Club