

**Belwood and District Lions Club – Membership Plan  
For the Lions Year 2011 / 2012**

In an effort to continue to build existing member development and to increase our membership numbers in service, the Belwood and District Lions Club will:

Team Development:

- 1) Establish a 3 member membership committee consisting of veteran and newer members.
- 2) Hold at least 1 “Bring a Friend” night and encourage each member to participate.
- 3) Hold bi-monthly membership committee meetings to strategize on membership development and growth for the following 3 months.
- 4) Hold 2 mentoring sessions throughout the year with the intent to inform and develop knowledge and expand leadership interest in our members (November, March).
- 5) Have a brief (5 minutes) orientation portion or a Lions video presentation at every other dinner meeting. Present LQ Video throughout the year.
- 6) Build a team to contact members that have not been in attendance for 2 or more missed meetings.
- 7) Print a new set of business cards for all members.

Awareness :

- 1) Announce our meetings (especially when we have speakers) on the 3 community bulletin boards. Inform the community that visits to our dinner meetings are welcome.
- 2) Replace or repair our mobile display board at the town entrance.
- 3) Post signage stating “Lions meeting tonight”.
- 4) Keep our Lions website up-to-date and promote it using our Lions sign and on our Lions bulletin Boards.
- 5) Develop a membership flyer for distribution throughout our community.
- 6) Expand on our Community Night information panels and literature distribution.
- 7) Build our brand. Show signage at every occasion and develop an awareness package for distribution to local community leaders.
- 8) Emphasize that the club welcomes all family members and is in the middle of a revitalization effort.
- 9) To provide temporary signage to accompany Lions services (adopt-a-road, trail benches, etc.) .
- 10) Re-institute the newsletter and leave copies in strategic locations in the community.

Service :

- 1) To provide means to communicate the service we provide. Table top displays, acrylic menu displays.
- 2) To establish a “key community project” and to request the assistance of other community service minded people to help.
- 3) To provide recognition to non-members or local agencies for their support. Expand the “Friend of Belwood Lions” program.
- 4) Continue the community recognition night with a presentation related to Lions activities.

Membership Team Leader  
Lion Denis Vinette, Belwood and District Lions Club