

BURFORD LIONS CLUB
MEMBERSHIP PLAN
JULY 2009 – JUNE 2010

- 1) Recruit four new members to replace three members who passed away in the past year plus one. (Note: This would represent an approximate 10% increase over our June 2009 membership.)
- 2) Continue promoting "free" community awareness where ever possible.
 - pictures in local paper of donations being presented to recipients
 - articles in local paper on successful events
 - pictures in local paper of donations being made to the Club by other community groups to support Lions projects (e.g. Lions Way)
 - include references to our website (i.e. burfordlions.ca) whenever possible
- 3) Review paid advertising and promotion of our "annual" fund raising events. The goal would be to improve event attendance and community awareness at a reasonable cost (i.e. get the biggest bang for our advertising dollar).
- 4) Continue to promote Lions Club membership
 - membership display at our fund raising events and other local events
 - vinyl sign at the Community Centre to show diversity of our donations... in particular local community donations
 - membership brochure handouts (Note: Current membership brochure may have to be updated this year... current supplies are limited)
- 5) Plan at least one "New Members Night" or "Guest Night" to introduce potential members to a "typical" Lions Club meeting and Lionism in general.
- 6) For all Club social events, consider inviting non-members who may have shown a recent interest in joining the Club.
- 7) Review and revise, if necessary, our orientation plan for new members.
- 8) Update and expand existing website (i.e. burfordlions.ca) to include more pictures and updated content. Make the website "the place to go" to find out what's happening with the Burford Lions Club.