

MEMBERSHIP PLAN 2011-2012

To: PDG Larry Wainwright
Membership & Club Growth Team Leader

Membership Chair – Lion Margaret de Boer
Committee – Lion Ferne Lindhorst, Lion Nancy Brash, Lion Pat Bryan
Honorary Committee Member – President Jan Ho

This past year we gained 3 new members. Unfortunately, in July we had requests from 3 current members to transfer to another Lions Club. The good news is that they remained Lions. Our work is now cut out for us to replace those 3 members and move ahead with a plus for 2011-2012!

Our new location at St. James Anglican Church has been a wonderful success. We have access to their halls for fundraisers. We can approach the public at these events by having our Membership Display set up with brochures and a Lion member to explain.

Our Membership Committee along with President Jan Ho met on September 6th for our first membership meeting. We discussed this year's strategy in detail.

Plan/ Strategy

- We reviewed last years' Membership Plan which was very well implemented. The remaining goals were added to this years plan to continue to seek out new members.
- Membership blitz planned in October – Door to door by members
- Current members encouraged to bring potential new members to all dinner meetings
- Continue to advertise club meeting dates and new venues in local newspapers.
- Advertise the above also on Lions TV Bingo.
- Distribute club brochures to community groups and local businesses.
- Prospective & new members will be invited to the District Orientation nights.
- Membership Committee will meet with prospective & new members and sponsors.
- Business size cards made up with contact names to pass out with Brochures.
- Make new members aware of the excellent awards listed in the District Directory.
- Wear our Lions Pin to attract the public in conversations about Lions.

Schedule of Events

Sept. 6 - Membership Committee Meeting.
Sept. 15 - Dinner meeting- (We brought in **5** prospective members.)
Oct. 15 - Membership Blitz – door-to-door.
Oct. 20 – Club Appreciation night – to invite more prospective members .
Nov. 19 – Have a Membership Display at Diabetes Tag Day Event.
Nov. 26 – To have our Membership Display set up at our Annual Bazaar.
June 2012 - Children's Festival & Community BBQ – initiate Membership

Respectfully submitted September 23, 2011
Lion Margaret de Boer – Cambridge Highlands Lions Club

