

Lion Larry,

The membership Chair and Committee for the Highlands Lions Club areas follows:

Membership Chair – Lion Jan Ho

Committee – Lion Ferne Lindhorst, Lion Gwen Renwick and Lion Fred Campbell

Honourary Committee Member – President Nancy Brash

Last year was a difficult year for our club, we had to request that one of our members resign or transfer, She transferred to another club and at that time a new member that had joined transferred also . We had a new member transfer from another club. It was felt that until we stabilized as a club it was futile trying to attract new members.

Our membership committee met on Sept.3rd to discuss what our strategy for this year. We felt that as a club we are a more cohesive group, and we need to make a great effort to attract new members. Our objective this year is to seek out new members with leadership potential..

Target Markets: We identified different groups of people who we believe would be able to be active members.

Newly retired persons

People moving into the community

Staff of past recipients of donations.

Plan/Strategy

Request a visit and support from the MERL team

Print new eye catching brochures – distribute brochures to seniors centres, libraries, tourism bureau.

Monthly updates to community calenders in Cambridge Times newspaper

Continue to provide Welcome Wagon with brochures.

Door to door blitz of specific neighbourhood – Clemens Mills

Advise public of our drive for new members on” what’s on where”

Schedule of Events

Sept.17 – Appreciation night

Oct. – Blitz Clemens Mills

Nov.19 – Invite members of MERL team to dinner meeting

Jan.09 – Open house to thank Bingo players

When we have enough potential candidates, then we will hold an information night.

Next committee meeting date undecided.

Yours truly,

Lion Jan Ho

Cambridge Highlands Lions Club Membership Chair..