

PARIS LIONS CLUB

MEMBERSHIP PLAN 2009-2010

MERL-Membership, Extension, Revitalization and Retention, Leadership

Giving 80 hours a year of free time is full time in Lionism. Roughly 2 hours a week is all it takes

Membership Chairs (Past Presidents) are voting members of the Board of Directors and the role is to facilitate or support new and current members. Committees are usually composed of three. This committee is composed of Ted Bickell, Jim Halley and Ken Linington .

Recruitment and Development which reflects 2 or 3 new members.
Our target is a 5% increase

Membership Plan (11 Steps)

1. Raise the level of awareness and importance of membership within the Club by articles in the newsletter, brief presentations at regular meetings,
2. Identify the clubs strengths, weaknesses, opportunities and threats in terms of recruitment and development
3. Contact neighboring clubs to understand their membership drives.
4. Develop a recent history of the club that would outline the fund raising and contributions made by the club
5. Co-ordinate the development of some presentations to demonstrate the types of projects we are currently involved in
6. Use posters and flyers that can be made available to the public at Lions events or at retail outlets that support the club.
7. Contact local media for support of a series of 3 to 6 articles outlining the advantages and opportunities within Lions
8. Approach local community groups (Paris Minor Hockey, Skating, Baseball, Business Improvement Association etc.) that we have associated with over the last 5 years and share the recruitment flyers
9. Identify two meeting nights when members are encouraged to invite guests
10. Co-ordinate a new member Orientation with sponsors and the executive.
11. Join forces with Welcome Wagon to present an invitation to new people in town to come out to a dinner meeting and meet us.