

**SWEABURG & DISTRICT LIONS CLUB  
DISTRICT A-15  
MEMBERSHIP PLAN  
2011-2012**

**Purpose**

To support one of the special goals our International President Wing-Kun Tam set out for this year.

**“Strengthening and maintaining our membership by taking care of fellow members as if they were family.”**

**Goal # 1**

To increase the membership of our club by 10% (3 new members).

**Goal # 2**

To include membership as an agenda item at four of our business meetings in order to strengthen the membership of our club by educating new members and providing review to the others about the importance of retaining our members.

**Goal # 3**

To enhance our club’s community exposure by promoting club activities and events monthly.

**Goal # 1 Action Plan**

1. Chairperson to review the role of being a sponsor at the business meeting in January. The recruiting and mentoring responsibilities of sponsorship will be presented and discussed.
2. The committee to plan and organize a Bring a Friend Night for the spring of 2012. Information about Lionism, LCI and our club will be included in this special dinner event.
3. Orientation of new members by having the induction ceremony shortly after the applications have been received and approved.
4. Involving new members immediately after their induction by placing them on our teams and having their sponsors/mentors work with them at an event or activity.

**Goal #2 Action Plan**

1. In the fall, distribute surveys to each club member to fill out in order to determine the strengths and weaknesses of our club.

2. Committee to present results to the club at a business meeting immediately after the results have been collated.
3. Committee to develop a plan to provide suggestions on how to deal with the problem areas that need attention. Committee to report to the club.
4. Chairperson to go over the roles of our executive and committee chairs at a business meeting in the spring before elections.
5. When a member resigns from the club, the membership chairperson to do an exit interview determining why this Lion is leaving. Might they need help or some reduction of involvement?

**Goal # 3 Action Plan**

1. Continue to use the Lions community billboard signs to highlight our events and activities.
2. Continue to use our website to display photos of our events.
3. In December distribute flyers to the community highlighting how WE SERVE. Information about how we support youth programs, youth events, charities, LCIF and the community will be included.

Respectfully Submitted by,  
Lion Marg Overveld  
Membership Chair