

# DEVELOPING A SUCCESSFUL MEMBERSHIP PLAN

## Step 1 Build Your Team

Begin by inviting exceptional members to serve on your membership committee. Choose members who are outgoing, can relate to potential members, are aware of club activities and have a high level of enthusiasm. Be sure your team includes both new and seasoned members.

## Step 2 Establish Your Objective

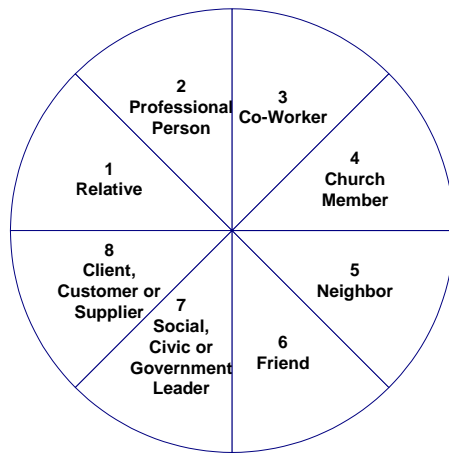
In one sentence, define the purpose of the committee. The statement should provide direction and help the member focus on the responsibilities of the committee.

## Step 3 Identify Your Target Markets

A “target market” is the audience or group that you plan to reach. Consider the following groups:

Member referrals – Use the Prospecting & Recruiting Wheel to help your club identify potential members. During your club’s next meeting, explain how to use the “wheel” and ask each member to provide the committee with one prospect from each category.

Prospecting & Recruiting Wheel



TIP: Hold a member contest which gives members an incentive for each new member that joins as a result of their referral.

Nonmember Volunteers – Form a list of nonmembers who have volunteered to participate in club programs.

Nonmember Groups – List groups or companies that may allow committee members to make a presentation that outlines the mission and structure of Lions clubs. The Presentation should invite interested attendees to become involved in a project or attend a

meeting. The list should include large corporations, churches and other social or civic groups.

## Step 4 Plan Your Strategy

Outline how your committee will approach each group. This can be done using a variety of methods. Usually, a combination of approaches is more effective. Here are a few ideas.

Invitation by Mail – Send the prospect a personalized invitation to a meeting or function. Explain how the club received their name by identifying the sponsor’s name or the club’s affiliation with the organization from which they were referred. If possible, hand-write the invitation. If they had volunteered in the past, start by thanking them for their assistance. Follow-up with a phone call to confirm that they received the invitation and to encourage them to participate.

Contact by Phone – If possible, the contact should be made by the member who gave the referral because they are familiar with the prospect. However, the call may be made by a committee member if the referring member does not feel comfortable making the call. Provide a script that outlines the points that should be made during the conversation.

## Step 5 Review and Analyze Previous Programs

Collect information on previous membership programs. Analyze the effectiveness of each program and discuss ways in which they can be improved. Be sure to include the effective programs in your plan.

## Step 6 Put It in Writing

The Objective – Begin writing your plan by stating the objective established in step 2. Then, Include a short summary that explains how the objective was formed and information regarding obstacles and opportunities that your committee uncovered that affect the overall plan.

Strategies – The plan should then outline specific strategies for reaching each target market. Each strategy should include who will be contacted, how they will be reached, and the outcome that the committee expects. Some target markets may have more than one strategy. For example, one strategy may be to mail a personal invitation to each nonmember who has volunteered over the last two years. You may also consider calling the same group to invite them to a social function. Studies indicate that it may take several contacts before a prospect joins. Don’t give up! List your strategies in order of priority.

## Step 7 Schedule of Events

Once you have outlined each strategy, develop a “schedule of events” that identifies the time frame for each step of each program. Allow sufficient time to...

- Gather prospect names from members.
- Develop a list of contacts within companies and groups that would allow committee members to make presentations.
- Write, proof and print material.
- Request and receive materials from headquarters.
- Initiate calls (and allow time for follow-up calls) to prospects.
- Allow prospects to make the decision to join and return the application.

**Step 8 Allocate a Budget**

Review your written plan and identify items that will have a budget impact. Identify the expenses and estimate the cost for each project. Be sure to obtain approval for each expense item. Attach the written budget to your plan.

**Step 9 Delegate**

Appoint a committee member to be responsible for each item outlined in your written plan. Explain their responsibilities and the time frame for which results are expected. Make sure they know their responsibilities. Provide training if needed and be sure to involve everyone on the committee.

**Step 10 Follow-up**

Request a status report at each meeting to monitor the progress of the program. Consult with committee members privately if you suspect any problems. Solve problems as soon as possible to keep the program on track. Monitor the results and note changes that should be made in future programs.

**Step 11 Recognize Your Volunteers**

Recognize your volunteers by thanking them at the meeting, formally recognizing them during a function and publicly praising their efforts. Include their names in your club newsletter.

**Step 12 Keep Your Members Happy**

Membership retention begins the moment a new member joins. Help new members become active by making them feel welcome and getting them involved. If your club does not have a welcoming committee, ask committee members to accompany the new members to meetings and to serve as mentors.

**THEN GO BACK TO STEP ONE**



THE INTERNATIONAL ASSOCIATION OF LIONS CLUBS  
A marketing presentation  
9701:MOD:008

I will **MAKE A DIFFERENCE** in my Lions Club by sponsoring at least one new member before year end.

As a *Difference Maker* I commit to:

- ◆ Sponsor new members
- ◆ See that my new members are properly inducted
- ◆ See that my new members receive orientation training
- ◆ Mentor my new members to be quality Lions.

*Strategies  
for  
Membership  
Growth...*