



DISTRICT A-15 LIONS CLUBS[®]
**THE INTERNATIONAL ASSOCIATION OF
LIONS CLUBS**



Sunday, June 16, 2013

To all Lions Clubs of District A-15,

District A-15 has a proud history of club membership growth. I believe that this is due, in no small part, to clubs developing and acting on their membership plans.

For over 10 years, District A-15 has been at the forefront in encouraging and supporting clubs in preparing a membership plan. Each year, with the support of the Cabinet, your G.M.T., and previously your M.E.R.L. team, has requested that clubs prepare a plan and then ask the club to file their plan with our District Membership chair. In 2009/2010, 100% of our District clubs produced and filed a membership plan with our District Membership chair. Since then, for a variety of reasons, club participation has not been as complete as it had been before.

This coming Lions year, we hope to reverse that trend. To assist you in developing your own plan, your District is pleased to provide you with a resource that you can use to help develop your club M.A.P. (Membership Action Plan).

So what is a M.A.P. and in what way is it different than the Membership Plan we used to do?

The "Membership Action Plan" is a set of defined goals that each club develops based on research from a Club review and from other sources like a community needs assessment. Although it incorporates the elements of the membership plan, it encourages clubs to examine 5 distinct areas where goals may be set. Service, Membership, Leadership, Communications and Club Operations.

From this review, we encourage clubs in A-15 to set 2 – 3 goals that will form the basis of their current year plan. In addition, as part of the process, we ask the clubs to consider what goals they might set over the next 3 years.

Your G.M.T. is proud to provide the attached M.A.P. template. Take the time to read the attached resource and to consider using it to define your Club Membership Action Plan for the coming year. When you have completed your M.A.P., please send a copy to PDG Larry Wainwright at mcg@a15lions.org . If you have any questions or require any assistance in completing you plan, please feel free to contact any member of the G.M.T. or Cabinet.

Sincerely,

DGE Denis Vinette, District A-15