

Membership Action Plan Resource

A Membership Action Plan (MAP) encompasses all aspects of a club including a membership growth and retention strategy. The 5 characteristics of a club that is operating at its potential are:

1. Service-minded
2. Good communication
3. Strong membership program
4. Retention of members
5. Effective leadership and club operations

In developing a MAP, a club can use “How Are Your Ratings?” survey. Completed by club members and then reviewed by all, it can assist in finding areas where improvement is needed. This questionnaire is available on line at www.lionsclubs.org – search the title. You may also ask any member of GMT or GLT, a District Officer or one of the CEP Facilitators. This assessment can be used without being involved in the Club Excellence Process.

Considering the above 5 points and what is found in the Ratings, a plan of action can be started, some examples are as follows.

Service-minded – create a new project within the community that may have been identified via the survey. It should be meaningful and enjoyable by all. Other continuous projects may be examined and adjustments made to represent today’s needs.

Communication – the creation and distribute press releases for club events may be needed so that the community is well aware of your efforts. Start posting meeting minutes on your website or developing a biweekly or monthly newsletter to better serve the membership.

Membership – Examine how it would be best for your club to recruit new members, bring a friend or neighbour night, an open house inviting the public or newspaper advertisements.

Retention of members – Proper orientation and development of a new member is vital. Assign to working committees. Ongoing involvement of older members by allowing them to participate or even lead in projects or activities, keeps them active. Listen to their ideas and those of others. Ask the person who is not coming to meetings what the issues are and encourage them to become active again and provide ideas to resolve anything outstanding.

Effective leadership and club operations – Are new club officers instructed before they take office, are members attending the District Leadership Forum? Is there an agenda for meetings?

Are the Secretary and Treasurer completing their tasks as required? On line courses through Lions clubs International. People with certain talents can be coached for specific jobs or committees. Consider succession planning in the planning for the next couple of years.

The MAP should be a 3 year plan to ensure growth, strengthen the Team spirit within the club, better service to the community and reviewed by club members, at least once midyear.

What do you want to see happen, what are you going to do to get there, is it realistic, when will be see it completed and was it successful. It will come to fruition if followed, adjusted, agreed upon and supported by all members.

Two or three specific items should be part of the plan and really no more in order not to create an unnecessary burden. Though, it may be built upon as time goes on.

The following excerpts are from the Sweaburg and District Lions Club MAP and show the simplicity of creating such a document.

Goal # 1

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

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. 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

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

Goal # 2 Action Plan

1. Continue to use the Lions community billboard signs to highlight our event and club 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.

As suggested in the C.E.P. you might try using the following table to help define your club goals and answer the S.M.A.R.T. goal questions of What?, How?, When?, Who? and How will we know?

Action Plan

WHAT? Goal _____

| HOW? (Action Steps) | WHEN? (Deadline for completion) | WHO? (Person responsible for action) | HOW WILL WE KNOW? (How we will know the action step is accomplished) |
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