Alabama Lions 34 Long Range Plan For Membership Development

The Vision

Membership Development is the life-blood of healthy clubs, districts, and the State of Alabama Lions. This plan, if followed, will increase membership in the State of Alabama.

As is

The State of Alabama has been losing membership for over twenty years due to a lack of membership growth planning and goal setting.

Plan Description

Meet with the new District Governors to develop a Membership Growth Plan Review the District Governors membership plans
New Club Development
Membership Growth Events
Membership Retention
Record starting membership in your District A, B, or C.
Record the total number of clubs in your district.
Review District Governor's membership plan
Make a plan to implement the District Governor's membership goals

New Club Development

Action Steps

Develop a Membership Growth Plan based on the District Governor's plans.

Who is Responsible MD-GMT and District A, B, and C GMT's

Time Frame No later than June 30, 2021

Resources Needed
District Governor's Membership Plan
LCI New Club Development Guide TK-1 EN 11/14

Membership Growth Events

Action Steps
Develop a Membership Growth Events Plan
Semi-annual events; August and January

Who is Responsible
MD-GMT and District A, B, and C GMT's
Each club's Membership Chairperson

Time Frame
No later than July 31, 2021

Resources Needed
Club Membership Chairpersons Guide
Club Excellence Award

Club's Membership Development Plan

Action Steps

Development of a club membership growth program.

Regular encouragement at club meetings of recruiting new members.

Preparing and implementing member orientation sessions.

Club Membership Chairperson meets with the Club President and explains the Club Excellence Award and encourages the Club President to make that a goal.

Who is Responsible
MD-GMT and District A, B, and C GMT's
Club Membership Chairperson

Time Frame No later than July 31, 2021

Resources Needed
Club Membership Chairperson's Guide

Membership Retention

Action Steps

Development of a club membership Retention Program.

Assign new members a meaningful club duty.

Preparing and implementing member orientation sessions.

Report to the board of directors on ways to reduce the loss of members.

Who is Responsible
The Club President
Club Membership Chairperson

Time Frame No later than July 31, 2021

Resources Needed
Club Membership Chairperson's Guide