

**DISTRICT 14-N MEMBERSHIP GROWTH AND RETENTION ACTION PLAN, 2010-2012
(Revised 2011-2013)**

GOAL: Over the next two years, District 14-N will continue to reverse district-wide membership loss through renewed focus on actions to create and implement GMT/GLT structures to function in the five-county service area. Focus will be to attain the long-term goal of meeting or exceeding the 35 club/1250 membership standard within an ongoing and reasonable time frame and to retain such standard for growth and retention thereafter.

SUBGOAL 1: By September 30, the District GMT/GLT will work to recruit five new charter members in the newly formed Lawrence County Area Lions Club.

SUBGOAL 2: By September 30, the District GMT/GLT will work to recruit 30 new charter members in the newly formed Slippery Rock University Campus Club.

SUBGOAL 3: Quarterly thereafter...by December 30, March 31, and June 30...the District GMT/GLT will work to create three new clubs at a minimum of 20 members per club, totaling a minimum of 60 additional new members via club extension strategies.

SUBGOAL 4: Quarterly thereafter...by December 30, March 31, and June 30...the District GMT/GLT will work to increase club membership by 38 members per quarter, totaling 130 new members district wide.

SUBGOAL 5: During the fiscal year, the District GMT/GLT will work to cut retention losses by 50% to approximately 100 dropped members due to death or resignation.

SUBGOAL 6: By September 30, the District GMT/GLT will arrange to offer one Extension and Guiding Lion Training Program to LION members and leaders who will advocate for membership growth and retention strategies of the District.

ACTION 1: By July 2011, the DG will initiate new structural changes of the previous GMT/GLT Teams and assign new district team representatives including 1st VDG, 2nd VDG, GMT and GLT coordinators, the IPDG, and DG.

ACTION 2: Throughout the year, the DG and VDG will work collaboratively with the District GMT/GLT members to collectively deliver applicable messages and implementation assistance to individual clubs who are recognized and /or request need for emphasis on membership growth, and retention and leadership issues.

ACTION 3: During club visitations from July to December, and then throughout the remaining fiscal year, the DG and VDG in conjunction with the GMT/GLT teams will place primary emphasis on delivery and implementation of applicable membership growth and retention education and training, strategies, communications, and leadership programs to all clubs in the District.

1--Encourage all clubs to revisit reasons why people become members and why they may/may not continue their membership including: knowing what LIONS stand for and how they serve the community; creating interesting, worthwhile programs, projects and meetings; keeping members active, stimulated, and feeling worthwhile in their volunteerism; demonstrating what LIONS do internally and publically to serve local, district, state, and global communities.

2--Encourage membership growth, retention and leadership strategies to all clubs through DG and VDG, GMT and GLT verbal presentations at all club visitations, council meetings, rally and convention events in the District.

3--Encourage membership growth, retention and leadership strategies to all clubs through DG, VDG, GMT/GLT team written presentations in the District newsletter and on the District website.

4--Encourage District GMT/GLT members, Regional and Zone Chairs to make membership growth, retention, and leadership strategies a primary focus during scheduled visitations to club meetings.

5--Encourage membership growth, retention, and leadership strategies for each club through the club appointment of dynamic membership chairpersons and committees that will focus on GMT/GLT initiatives at each club level. At a minimum, each club's committee structure shall consist of the appointment of and a subsequent functional action plan for a Membership, Retention, and Orientation and Leadership Chairperson.

6--Encourage membership growth and retention, and leadership at the club and district levels through repetitive delivery of the DG's annual goals to all clubs, with specific interest on identified district-wide membership growth and retention goals for the fiscal year.

7--Encourage membership growth and retention at the club level through competitive participation in the annual District Governor's Contest.

8--Encourage clubs to participate in and maintain visible community service projects and keep members active in the creation of new ideas for projects that fulfill community need.

9--Encourage membership growth, retention and leadership by offering club orientation programs that give opportunity for both new and existing members to learn more about Lionism and club structure/function at all levels of the organization...club, district, state, international levels.

10--Encourage membership growth, retention and leadership by giving club members the opportunity to participate and lead at the club, district, state levels, including accountabilities in positions as committee chairpersons, officers, team members/contributors.

11--Encourage membership growth, retention and leadership through the establishment of periodic GMT/GLT (Membership, Extension, Retention, Leadership and Mentoring) workshops at district council meetings, regional-zone meetings, and/or individual club meetings.

12--Encourage membership growth and retention through accessible distribution of training materials and GMT/GLT strategies through PA LIONS and LCI staffing and resources.

13--Encourage membership growth and retention through the use of visibility and public relations initiatives and strategies that keep club members active and stimulated on new/existing project work, that serve individuals and community, and keep LIONS service well branded and in front of the general public eye.

14--Encourage individual clubs to initiate CEP (Club Excellence Programs) with focus on club assessment, community needs assessment and service.

15--Encourage all clubs to also create and implement membership growth and retention strategies/plans that open more membership opportunity to younger individuals, women, and families and ethnicities in the community.

16--Encourage district-wide sharing and implementation of GMT/GLT ideas, interventions, success strategies/plans, resources among all clubs in the District that can be helpful to others in reaching district-wide membership growth and retention goals.

17--Encourage all clubs in the District to participate in district-wide extension goals to seek and identify new and past locations, populations, communities where clubs could/should be initiated, and to assist the District with the development and implementation of the extension process.

18--Ensure district-wide progress through measurement/evaluation updates and periodic reports to all clubs from the DG and VDG, GMT and GLT Coordinators that reflect success-toward-goal on membership growth and retention.