



## Belton Host Lions Club Global Membership Team Action Plan 2018-2021

MEMBERSHIP	2018-2019	2019-2020	2020-2021
<p><b><u>MEMBERSHIP SATISFACTION:</u></b></p> <p>Conduct Membership Satisfaction Survey            Address solutions for suggested improvements to club meetings</p>	<p>January 2019 - Conduct Membership Satisfaction</p> <p>1 March 2019 - suggested to add emphasis to current club meeting process of having speakers at second meeting and reducing reports to only those needed/required</p> <p>Encourage board of directors meeting quarterly or as needed.</p>	<p>August 2019 - Conduct Membership Satisfaction &amp; How Are My Ratings Surveys</p> <p>Use survey data to brief club members and club officers in separate sessions. Highlight areas of satisfaction and non-satisfaction. Explore ideas for improvement to improve the non-satisfied member's membership experience.</p>	<p>August 2020- Conduct Membership Satisfaction &amp; How Are My Ratings Surveys</p> <p>Use survey data to brief club members and club officers in separate sessions. Highlight areas of satisfaction and non-satisfaction. Explore ideas for improvement to improve the non-satisfied member's membership experience.</p>
<p><b><u>MEMBERSHIP RECRUITMENT:</u></b></p> <p>Recruitment Activities</p> <p>Survey Club Members for Possible Membership leads</p> <p>Invite Potential Members that assist us with projects or attend fundraising events</p> <p>Work with GST/MARCOM to publish news articles that may attract new members</p>	<p>Potential membership "lead" sheets furnished to each member</p> <p>Invite bunco players, sorority members &amp; other suggested invitees to 2<sup>nd</sup> club meetings w/guest speakers</p> <p>April - publish article regarding Lions LCI project (suggested diabetes, measles or childhood cancer) coordinate with MarCom/GST)</p> <p>June - publish article regarding Lions LCI project (suggested diabetes, measles or childhood cancer) coordinate with MarCom/GST)</p>	<p>July 2019: Administer club membership survey for possible new member "lead" contact information.</p> <p>August 2019 - Invite prospective members to a membership recruitment event</p> <p>September/November 2019 Publish new article on membership opportunities</p> <p>February/April 2020 Publish news article on membership opportunities</p>	<p>July 2020: Administer club membership survey for possible new member "lead" contact information.</p> <p>August 2020 - Invite prospective members to a membership recruitment event</p> <p>September/November 2020 Publish new article on membership opportunities</p> <p>February/April 2021 - Publish news article on membership opportunities</p>

<p><b><u>MEMBERSHIP RETENTION:</u></b></p> <p>Ensures new member orientations are scheduled every 90 days as a minimum (new members should receive orientation within 60 days of joining club)</p> <p>Ensure sponsors of new members are furnished the LCI mentoring guide</p> <p>Using the LCI survey for dropped members ensure each member dropped is given an opportunity to respond</p>	<p>Assist the Club GLT coordinator in preparation and administering a new member orientation and ensure it is scheduled every 90 days.</p> <p>Order the LCI mentoring guide from the membership division at LCI - a minimum of 25 copies</p> <p>Using email communications offer dropped members during the past year an opportunity to rejoin.</p> <p>.</p>	<p>July/Oct/Dec 2019 &amp; April 2020 - Complete new member orientation sessions.</p> <p>Ensure LCI mentoring guide is ordered in June 2019.</p> <p>NLT Sep 2019 sends dropped member survey to those dropped during the previous Lions Year.</p>	<p>July/Oct/Dec 2020&amp; April 2021 - Complete new member orientation sessions.</p> <p>Ensure LCI mentoring guide is ordered in June 2020.</p> <p>NLT Sep 2020 sends dropped member survey to those dropped during the previous Lions Year.</p>