YOUR MEMBERSHIP PLAN: OFFERING VALUE TO EXISTING MEMBERS

Use this worksheet to record your goals for membership growth. Be realistic about the number of goals you choose and share them with your club. Updating club members periodically about your goals keeps people informed and keeps you on course.

Which recommendations do you want to add to your plan? Consider adding your own ideas as well:

- Talk to members about their club experience, which aspects they think are valuable, and which they want changed.
- Assess how well-informed the community is about your club's work and how you might strengthen your public image.
- Practice telling compelling stories that engage people and show the difference your club makes.
- Interview members who are leaving the club to understand why and what you might change.

ACTION	GOAL	WHO IS RESPONSIBLE	BY WHEN	RELEVANT RESOURCES
Example: Talk about aspects of the club experience.	*Understand how people feel about traditions so you can balance that with change.*			*Strategic Planning Guide* *Chart of different membership types*