**Building a Diverse Club – facilitated by AMC Tom English**

1.  A general review of the R.I. worksheet "Identifying Prospective Members Worksheet.  Targeting Professional and Service Contacts

2.  Identifying gaps in club classifications...brief time using R.I. worksheet:  "Classification Worksheet"

3.  Break out into groups of 4 for 15 minutes of discussion about key issues"

      a.  What is your club size...growing or shrinking?

      b.  What is the % of male/female, above/below age 40, professional/non-professional?

      c.  What are the demographics of your community?....professional or blue-collar?

      d.  What is the demographic make-up of your board?

4.  Re-group and discuss breakout topics

5.  Some key take always:

      a.  If your club and your board does not reflect your community, then make a decision:  do you need to alter your board, or seek out diversity

      in the community?

      b.  Here is where you start:  "if you are writing checks to someone for offering you a service, you are ENTITELED to ask them to join you for lunch to discuss expanding that service."

      c.  Here is a phrase you can use..."I see you as being someone who likes to give service to others.  Have I pegged you right?  If so, I'd like to ask you to let me buy your lunch next week and introduce you to a group of folks who do that better than just about anyone!"