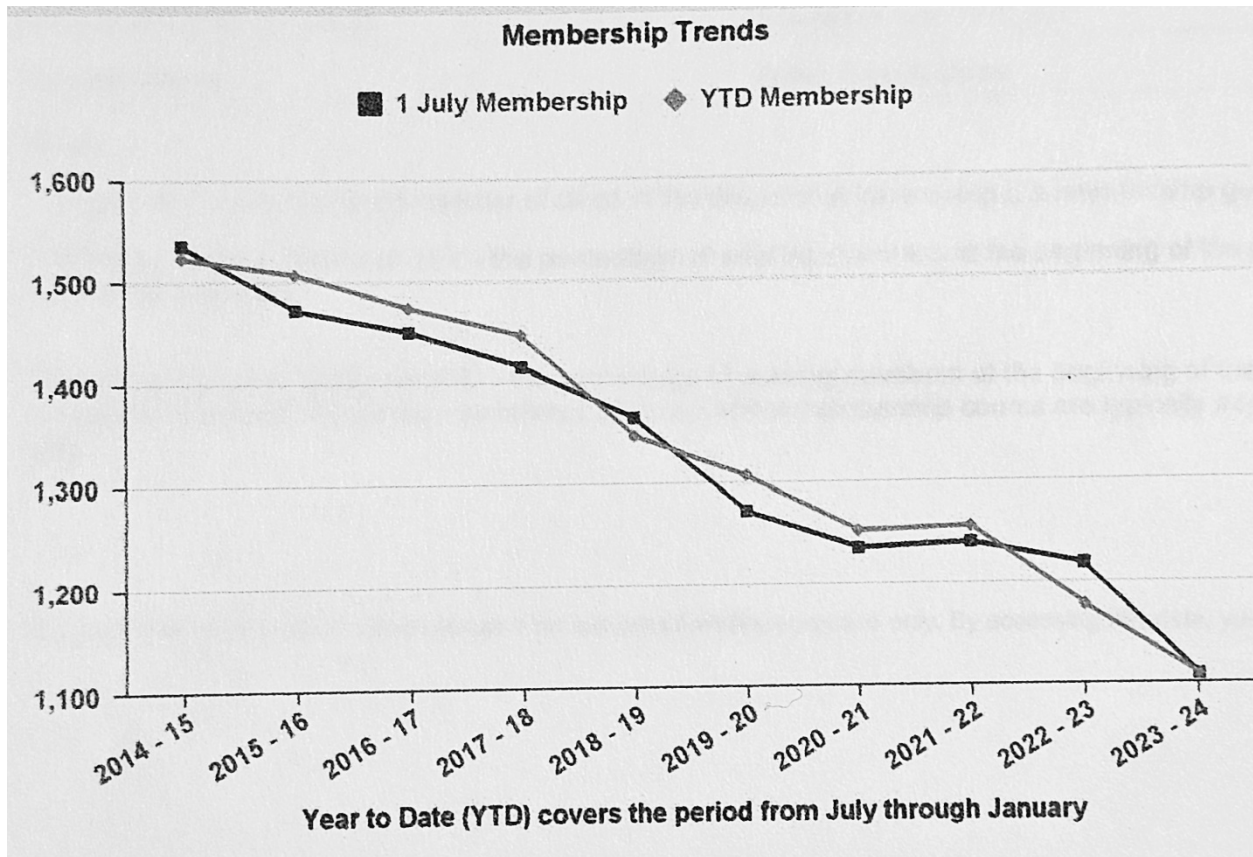


## District 7850's Action Plan for Increasing Membership



**Overall Goal: To take the necessary actions to turn around years of declining membership to years of ever-increasing membership.**

**Action 1.** The District shall hold a minimum of three Membership Seminars each year with a goal of reaching at least 75% of all clubs in the District.

**Responsibility:** District Membership Chair with support of Assistant Governors.

**Action 2.** The District Governor shall provide awards and special recognition to those clubs and Assistant Governors that have substantially increased their membership.

**Responsibility:** District Governor with support from the District Membership Chair.

**Action 3.** The District Governor shall encourage all clubs in the District to develop and utilize a Membership Development Handbook based on the District's Membership Development Handbook with a goal of having 80% of all clubs comply with this action. Assistant Governors will assist their assigned clubs in this effort.

**Responsibility:** District Governor with the support of Assistant Governors.

**Action 4.** The roles and responsibilities of Assistant Governors shall be clearly defined to ensure that they bring the best possible support to the District Governor in his/her primary role of strengthening clubs in the District.

**Responsibility:** District Governor-Elect with support from the District Governor.

**Action 5.** All clubs shall be encouraged to build in their community a service-oriented IMPACT/COMPANION club using the Satellite Club model but needing only 8 members to form. The goal should be to increase the total number of clubs in the district by at least 10% in the first year and 10% each year thereafter.

**Responsibility:** District Governor with support from District Membership Chair and Assistant Governors.

**Action 6.** The District Governor shall attempt to build closer ties with the clubs to better support and strengthen all clubs.

#### **SPECIFIC STEPS/PROCEDURES TO IMPLEMENT THE ACTIONS:**

**Implement Action 1. Three Membership Seminars each year.** The location for these seminars should be determined so that attendees are not required to drive over extended distances and should be scheduled one month apart. They should not be held in conjunction with any other District event. Club Presidents and Club Membership Chairs should attend but the seminars should be open to any member in the district. The existing Membership Development Seminar Power Point briefings (in both English and French) should be brought up to date and used. It appears that they have not been updated in over 10 years. For the Quebec clubs it is recommended that two projectors and two screens be used – one for the English version and one for the French version. If after the three seminars have been held and the 75% goal has not been reached, then a final make-up Zoom seminar could be held to accommodate those that missed the in-person briefings.

**Implement Action 2. Membership Awards.** The Governor should present awards to the 5 clubs that have achieved the most net increase in their membership roles and a trophy to the club with the most increase. The Governor should present awards to the 3 Assistant Governors that have achieved the most net increase in their club's membership rolls and a trophy to the Assistant Governor with the most increase.

Presenting these awards/trophies at the District Conference may encourage members from those clubs to attend the conference.

**Implement Action 3. Membership Development Handbook.** All clubs should be encouraged to build their own Membership Development Handbook/Plan by taking from the District's Handbook those best practices as they apply to their own club. Assistant Governor's will monitor his/her clubs to assist those clubs that may need help.

**Implement Action 4. Roles and responsibilities of Assistant Governor (AG.)**

TERM: Assistant Governors shall be appointed for two years with the option to extend for one year.

CLUB VISITS: AGs shall visit each of their assigned clubs at least once per month.

Weak clubs may need to be visited more often. The purpose of the visit is to gauge the strength of the club, how the members are engaged, the service projects they are working or planning, their Membership Development Handbook (or the help they may need to develop it) See Attachment 4.1 "Assistant Governor Checklist for Club Visits"

COMPENSATION: All AGs will be compensated for mileage in their travels to and from clubs.

REPORTS: AGs shall submit a monthly report to the District Governor covering the items listed in Attachment 4.2 "Assistant Governor's Monthly Report to the District Governor"

**Implement Action 5. Building IMPACT/COMPANION clubs.** The District should explain to all clubs what the advantages are in building one of these clubs. They could also offer an example of what the Bylaws might look like for one of these clubs. The District may also consider financial help for the first 12 months of these clubs. The District should consider establishing a "Club Expansion Chair" with the responsibility to assist all clubs that wish to undertake this new initiative.

**Implement Action 6. Building Closer Ties Between the District Governor and Clubs.** Prior to each club visit, the Governor may request to meet with the club's Board of Directors for 15 minutes either before or after the club meeting. Preferably a free flow round table discussion to learn about projects and any problem areas where the District may be able to help.