

Section I Tasks

- 1. Develop a business inventory for the town. Possible sources town clerk and Chamber of Commerce.**
- 2. Change meeting time to better accommodate (outbound) commuters. Evening ?**
- 3. Define what type of member is needed.**
- 4. Have AG conduct an annual audit of the club and make recommendations.**
- 5. Select a strong membership chair. (In a small club, the president may be the best choice)**
- 6. Set up a mentoring system for new members.**
- 7. Use social media to attract younger members.**

Section II Who/ Where

- 1. Target younger people. Local or commuters ?**
- 2. Ask real estate members to refer new residents.**
- 3. Connect with PTO and MOMS Clubs.**
- 4. Consider RYLA parents**

Section III Strategy for contacting/retaining

- 1. Elevator speech**
- 2. Each member to invite a potential member**
- 3. Invite speakers who might be candidates for membership**
- 4. Have a wine and cheese open house**
- 5. Ask business members to invite their associates**
- 6. Get new members involved right away.**