

Mini-visualization exercise for Membership Development and Retention

Please take some time to consider what we have accomplished as a Club over the past 5 years. It is now the year 2018 (5 years after the visioning exercise) and we have reached our targeted goal of XX qualified and active members.

We will go through a modified Visioning process (FOR ABOUT 2 HOURS) to define how we attracted and retained quality members, by using various tools. Please report **WHAT WE HAVE USED TO ACCOMPLISH OUR VISION GOAL VIA:**

1. TOOLS WE USED TO RECRUIT NEW MEMBERS:

2. TOOLS WE USED TO IMPROVE MEMBER RETENTION:

3. WE IMPROVED OUR NEW MEMBER ORIENTATION BY:

4. METHODS WE USED TO EFFECTIVELY MENTOR NEW AND EXISTING MEMBERS, TO “MENTOR THE MENTORS”:

5. WE IMPROVED OUR WEEKLY MEETING FORMAT BY:

6. WE ENHANCED OUR PUBLIC IMAGE AND INFORMATION FLOW BY:

7. WE INCREASED NEW MEMBER INVOLVEMENT BY FOCUSING ON MEMBER VOCATIONS AND INTERESTS BY:

8. THINGS WE CHANGED TO MAKE THE CLUB MORE ATTRACTIVE TO YOUNGER MEMBERS:

9. WE KEPT LONG TERM MEMBERS ENGAGED BY: