

Elements of a Simple Membership Plan

1. Review of your current situation

- Strengths
- Weakness
- Evaluate your opportunities

2. Set a Goals

- State Annual Goal
- Estimate Annual Membership Loss
- State Total New Members Needed

3. Develop strategies to achieve your goals

- Develop a team
- Develop the methods
- Create events
- Set timelines to accomplish objectives
- Develop tracking system

4. Communication

- How/When are you going to communicate the plan to Leadership
- How/When are you going to communicate the plan to Membership