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