

Club Executive Seminar Membership Director

This position represents the future health of your club and the Association
You can accomplish this by making recruitment and retention top priorities in your clubs

How to accomplish this?

- Set attainable goals for membership increase
- Keep in close contact with current club members to ensure conflicts are addressed in a timely manner

Membership Goals

- Devise a membership plan with the help of Club Members, Zone and District Membership Directors
- Communicate this plan to the club in September
- Set Membership Events well in advance
- Help deliver membership seminars in collaboration with Zone Membership Director
- Maintain regular communication with the Zone Membership Director
- Encourage active club participation in bringing in new members
- Ensure a report on Kin Education, membership plans and introduction of guests is included at all meetings
- Establish a follow up procedure for guests attending meetings i.e. phone call and letter
- Pick up before meeting and take home after
- No charge for meal or drinks
- Keep records of guests and sponsors

Membership Retention

- We do not seem to have a problem attracting new members our problem is keeping the ones we already have

How can we stop this trend?

Three step process

- 1—Identify the needs of the members
- 2—Reach a club consensus of these needs
- 3—Set an action plan to meet those needs

Step 1 Identify Needs of the members

- Brainstorm
- All ideas shall be recorded
- No need or idea is too trivial
- No evaluation of the idea during brainstorming
- Do not make comments personal

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Step 2 Reach Consensus

- A consensus must be reached of the specific needs identified for the remainder of the Kin year
- Method of reaching a consensus
- Might be obvious (ask club if the analysis is correct)
- Straw vote – can vote for as many needs as they see fit
- Prioritize – can vote for only one or two needs

Step 3 Develop Action Plan

In order that we can develop an action plan to meet these needs we will use the following format:

R-E-T-A-I-N

R – Record the real needs that have been identified

E – Evaluate the roadblocks currently preventing these needs from being met

T – Determine a timeframe for completion

A – Action to be determined for overcome of roadblocks

I – Individual to be assigned responsibility

N – NOW!!! We must proactive in our approach

Membership growth is the lifeblood of the Association. If your club is larger by one member at the end of your year as membership director, then you deserve special congratulations

Only by involving more Canadians can we ensure that “Serving the Community’s Greatest Need” will continue for years to come.