

Poquoson Lions Club

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Poquoson Lions Club Membership Plan, 2019-20

Specific; Measureable; Actionable; Realistic; Timebound

Established goals are:

- 1) Having at least one guest (possible new member) attend our meetings each month
- 2) Recruit one new member each and every quarter for 2019-1020
- 3) Monitor the progress of each new member to ensure we are meeting their desires and that they are fully engaged with our club's goals and projects
- 4) Ensure each new member attends a board of director's meeting within their first six months
- 5) Assign each new member to a specific committee of their choosing and ensure the committee chairman fully involves the new member
- 6) Achieve a zero drop goal, with the intent of not losing any member except for conditions outside the control of the club

Membership Focus

The Poquoson Lions Club will start the 2018 Lions year with 42 total members, which includes 5 At-Large Members. The Club's the focus for next year will be to retain current club members while striving to increase membership. The Club President has set a goal of four new members which we will attempt to achieve by adding one per quarter. The Membership Chairman will remind Club members of the need to "get the word out" and recruit at each meeting, and encourage members to bring guests to all of our meetings.

Initiatives

We will supply the Poquoson Community Relations and Events Office with an information letter on the club. This information letter or flyer will be included in the city's welcome packet to new members to the community. It will also be mailed to individuals listed in the real estate transactions portion of the Daily Press newspaper. The intent is to make new city members aware of the club and what we do for the community. Additionally, we will re-accomplish a Poquoson Lions Club tri-fold advertisement to be used during White Cane Day, the Broom Sales and other opportunities where we can provide information to potential new members.

Formal Induction

Each prospective member will be presented with a New Member Kit that will also contain a copy of the current Constitution and By-Laws, Club Directory, and an explanation of the mission of the Club and Lions International. Each new member will be formally inducted, and presented with a Lapel pin, and immediately assigned to an active committee. The Membership Chair and sponsor will coordinate and schedule an induction ceremony for each new member. New members will be paired with their sponsors for committee assignments to ensure the proper "care and feeding" so that they always feel part of the team.

Zero Drop policy

The Poquoson Lions Club will have a "Zero Drop" goal during the year to ensure that no Lion's are lost, except through deaths or transfers. The Membership Chair will coordinate with the Lion Secretary and ensure that members not attending regularly are notified and personally invited to the next meeting.

Entertaining Meetings

The Club President will do all in their power and imagination to make the club meetings fun and entertaining. The four components of Lions will be at the forefront of the programs provided by the 1st Vice President; sight, hearing, Diabetes and youth. Traditions of the club will be maintained while looking to create new ones to better attract and maintain membership.

Lion BT Smith
Poquoson Lions Club
Membership Chair

