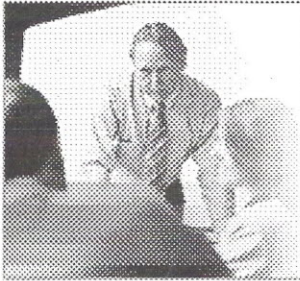


## Membership Development



### 10 Ways to Strengthen Club Membership

Many clubs over time start to lose their spark. If this appears to be happening to you now is the time to step back and renew your club membership. Call a meeting of all interested in building the club, and outline the following:

#### 1. Show the need for your club.

- Mention situations in the community and elsewhere in which other organizations are unable to cover needs.
- Discuss the way club members are able to accomplish service work which one or two persons could alone.

#### 2. Show the need for growth in a club.

- Discuss the club's record of past service work.
- Show that more service projects are possible with more members.
- Point out that members who continually do most of the work need help.
- Stress that new members would provide future club leadership.

#### 3. Build enthusiasm.

- Review the purposes, objects and ethics of your organization.
- Outline some future projects as goals.
- Suggest a flyer be printed showing the club's history and service record. These can be given to each prospective member.

#### 4. Emphasize the importance of proper selection of new members

- Enthusiasm for your organization is essential.
- Involvement in club activities and projects.

#### 5. Have the membership committee assemble a list of quality prospects.

- Have members send a written invitation for membership for each friend and business acquaintance service-minded.
- New residents or businesses in the community should be contacted. They are the most receptive to networking and social activities.
- Refer to your telephone directory for listings of the businesses in your area.

#### 6. Have the membership committee study each prospective member and make recommendations to the board of directors for approval.

- Send a letter or call each prospective member for an appointment several days before they are contacted.
- Only contact the number of prospects you will be able to visit within a few days.

#### 7. Divide members into pairs to visit each prospective member.

- See that each pair has pamphlets to leave if prospect is interested, and that they discuss growth and goals.
- They should explain the purposes of the club and what it has accomplished.

- The prospective member should be invited to the next club meeting as a guest of the club or the sponsor.

**8. Plan an impressive induction ceremony.**

- Use knowledgeable members to conduct the ceremony.
- Invite district officers to attend and assist in the ceremony.
- Present each new member with a New Member Kit, lapel pin, Certificate of Membership and a name tag.

**9. Plan to develop the new members into ACTIVE members.**

- Appoint them to active committees.
- See that member attends meetings and club affairs and takes an interest in the club.
- Check new members periodically. Be interested in them and work with them on any problems they may have.

**10. Membership committee should make periodic reports at club meetings on the progress of membership growth and development.**

*Adapted from the Club Membership Chairman's Manual, courtesy of Lions International*