

The membership goals focus on: *invite for impact, new club development and member retention*. By setting goals around these three data points, you are contributing to our LCI Forward goal of serving 200 million people per year by supporting membership growth and development.



PREVIOUS FISCAL YEAR DATA

5

5-YEAR AVERAGE



5

## INVITE FOR IMPACT

### *New Members in Existing Clubs*

Based on the data trends provided, list the target number of new members your district will gain per quarter.

#### QUICK TIP

▶ Encourage clubs to set clear service goals and identify the potential impact to the community. Remind clubs to share this information with prospective new members to excite them about their impact when serving with Lions.

1 <sup>st</sup> Quarter	
2 <sup>nd</sup> Quarter	
3 <sup>rd</sup> Quarter	
4 <sup>th</sup> Quarter	
Fiscal Year	

#### Goal Statement:

By the end of the 4<sup>th</sup> quarter, the district will add a total of \_\_\_\_\_ new members.

#### Action Items

##### Check all that apply:

- My district will establish \_\_\_\_ club branch(es).
- My district will induct \_\_\_\_ new Lions under 40 years old.
- My district will convert \_\_\_\_ Leos to Lions.
- My district will organize at least \_\_\_\_ membership growth event(s).
- All clubs in my district will set individual membership goals.
- My district will use and promote membership resources to achieve our goal (*i.e. Just Ask! Guide, Club Membership Chair Guide with induction ideas, Community Needs Assessment, Membership Development Grant*).
- Additional action items to achieve this goal:

# NEW CLUB DEVELOPMENT

## New Clubs and Charter Members



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### QUICK TIP

▶ Looking for a fresh way to charter new clubs? Specialty Club members share special commonalities such as interests, a profession, a service cause or culture. Identify groups of friends or associates who share a common interest, and have them charter a Specialty Club!

Based on the data trends provided, list the target number of new clubs/charter members your district will gain per quarter. For every **1** new club, you must have **20** charter members.

	New Clubs	Charter Members (minimum 20 per club)
1 <sup>st</sup> Quarter		
2 <sup>nd</sup> Quarter		
3 <sup>rd</sup> Quarter		
4 <sup>th</sup> Quarter		
Fiscal Year		

### Goal Statement:

By the end of the 4<sup>th</sup> quarter, the district will start \_\_\_\_\_ new clubs with a minimum of \_\_\_\_\_ charter members.

### Action Items

#### Check all that apply:

- My district will ensure all Guiding Lions are certified and assigned to new clubs.
- My district will host a New Club Development Workshop.
- My district will organize \_\_\_\_ Leo clubs.
- My district will start \_\_\_\_ Specialty Club(s). List the types of common interest(s):  
\_\_\_\_\_
- My district will start \_\_\_\_ Campus Club(s) at \_\_\_\_\_ school/university.
- My district will use and promote membership resources to achieve our goal (*i.e. Membership Development Grants, New Club Development Guide, Just Ask! Guide*).
- Additional action items to achieve this goal:

# MEMBER RETENTION

*Increasing Member Engagement*



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Based on the data trends provided, list the maximum number of drops your district expects per quarter.

## QUICK TIP

▶ Remind clubs that member satisfaction and engagement contribute to the overall experience of our members. Work together to ensure every member feels as if they are a part of our Lion family, dissolve any club conflicts and promote an overall positive experience for each one of our Lions.

1 <sup>st</sup> Quarter	
2 <sup>nd</sup> Quarter	
3 <sup>rd</sup> Quarter	
4 <sup>th</sup> Quarter	
Fiscal Year	

### Goal Statement:

By the end of the 4<sup>th</sup> quarter, the district's membership drops will not exceed \_\_\_\_\_ members.

### Action Items

#### Check all that apply:

- My District GAT Coordinators will promote the use of the "How Are Your Ratings?" survey.
- My district will use the Club Quality Initiative to support member retention.
- My District GAT Coordinators will ensure that all clubs are conducting effective new member orientations.
- My district will survey former members to better understand and evaluate how to improve member satisfaction.
- Additional action items to achieve this goal:

## NET GROWTH GOAL

Based on the goals you set for your district, please calculate the expected Net Growth Goal. If you do not believe this Net Growth Goal is realistic and achievable by the end of the year, please review your goal statements and adjust as needed before submitting.

$$\underline{\hspace{2cm}} \quad + \quad \underline{\hspace{2cm}} \quad - \quad \underline{\hspace{2cm}} \quad = \quad \underline{\hspace{2cm}}$$

FY Invite for Impact Goal + FY Charter Member Goal - FY Retention Goal = Net Growth Goal

## CUSTOM IMPACT

*Create your own specialized goal and action plan*

- Custom goal and action items