

INTEGRATING GLOBAL MEMBERSHIP APPROACH INTO DISTRICT GOALS

Membership Development

The established membership development growth targets in support of *MISSION 1.5* focuses on three data points: **new club development, new member recruitment and net gain.**

First vice district governors/district governors-elect will complete their district membership growth strategies using the Global Membership Approach:

- **Build a Team**
- **Build a Vision**
- **Build a Plan**
- **Build Success**

Through this process, districts will be able to **conduct a strategic analysis** of the needs of their area, **build a plan** to achieve *MISSION 1.5* targets, and **execute action plans** through collaboration across all levels.

Global Membership Approach goals and action plans will be submitted through the **district goals submission platform** once available.

