



# You Have to Have a Plan!

## October is Membership Growth Month

By Council Chairman Tom Blase

**re-MEMBER Texas** is our Texas membership plan for 2015-16. The plan is built around three main tenets: **Recruit, Retain, & Rebuild**. The recruiting component of the plan contains two parts. One involves **YOU** as individual members, which is what we discussed last month. This is the wooden nickel program. The other involves your club, as a group of members, under the direction of your Membership Director and is the part we want to discuss this month. This component is all about making a recruiting plan for the year and then putting it into action. The Seal Beach Lions made a plan and look what happened to them. WOW!

### If You Build it, Lions Will Come

(Taken from the September Lion, p51)

Five years ago the Seal Beach Lions Club was an active group with a large membership of **100**. Aiming to do even better, they set their sights on becoming one of the top three clubs in California and developed a five-year strategic plan. Longtime Lion Scott Newton shares highlights of the club's growth to 288 members.

- "Our plan was designed to **wow the community with service**. Increased membership would be a byproduct of the plan. We called it 'if you build it, they will come'—and they did."
- "After doing an **internal needs assessment** and taking a hard look at what outdated traditions needed to change, we dramatically increased our community presence with hands-on service projects. We included Leos in nearly everything we did. We increased publicity and updated the Lions brand."
- "We saw results much earlier than expected. **People heard about us, saw us serving or came to one of our happy hours or bimonthly orientations.**"
- "We became the number one club in California in three years. Now, our retention program is really a philosophy of Lionism—**creating an environment with great meetings, a strong social element and many meaningful opportunities to serve.**"

The **re-MEMBER Texas kit** contains two important pieces in it to help you with your recruiting plan: The **re-MEMBER Texas News**, a 14 page newspaper full of ideas for your club to build a recruiting plan and the 5 guides from LCI.

- The **re-MEMBER Texas News** can also be found on the Texas website ([www.texaslions.org](http://www.texaslions.org)), but if you have not received your kit from your District Governor call them and ask them for it.
- The "Just Ask" guide is the main guide you will find for this component of the plan, but the other 4 guides are also important in the internal assessment and retention phases. Once again, if you do not have your kit yet, look up the **re-MEMBER Texas News** on the Texas website ([www.texaslions.org](http://www.texaslions.org)) and go to page 8. This page will show you all 5 guides with step by step instructions on getting your own set sent to you by LCI.
- (By the way, if you don't have your wooden nickels yet, call your District Governor to get them.)

Your club can be another Seal Beach Lions Club. Whether you want to grow from **100 to 288** or from **10 to 28**, you have to have a plan. Let **re-MEMBER Texas** help you get in the game. For Lions, autumn is the season to "Just Ask." October's Membership Growth Month is a special time to share your excitement about serving with prospective new Lions. Get ready to rally with inspiration from Lions and resources from LCI.