

#BeThe Key



Global Membership Approach A Club Approach to Success

PDG Chris Gunstream
MD-2 GMA Champion

Objectives



Brief overview of the Global Membership Approach, as it applies to a Lions Club:

1. Build a Team

Club Elections

2. Build a Vision

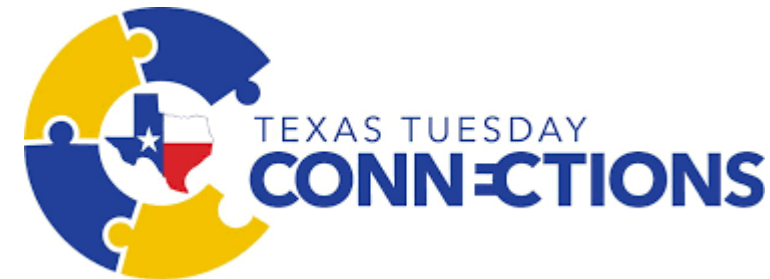
Strengths, Weaknesses, Opportunities and, Threats (S.W.O.T.) Analysis

3. Build a Plan

Club Goals

4. Build Success

Communication



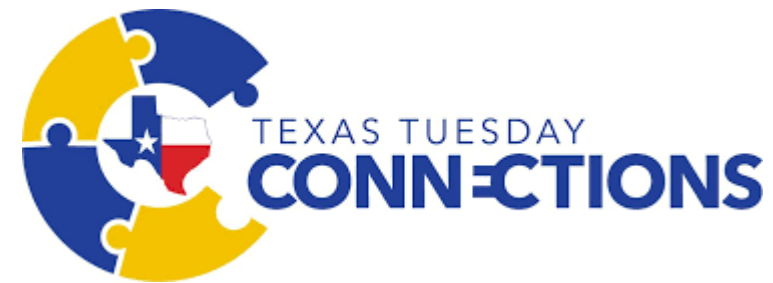


Build A Team

Build a Team



- How do we build a team and who should be on it?
- Is your club's Membership Chairperson an elected position and are they a member of the club's Board of Directors?
- Can you think of anyone else who should be a part of this team





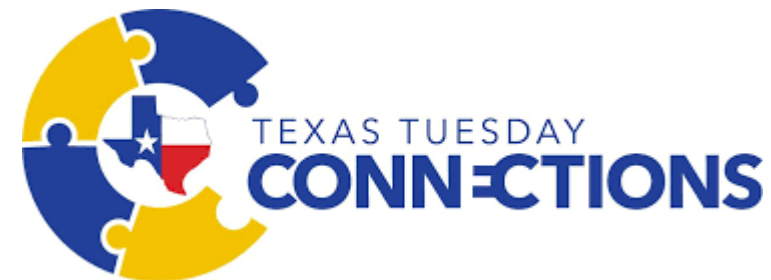
Build a Vision

Build a Vision



The S.W.O.T. Analysis

- What do you think are the most important areas of concern for your club?
- Do you think it would be easy or difficult to complete a S.W.O.T. at your club?
- Can a club S.W.O.T. Analysis be completed in one hour?

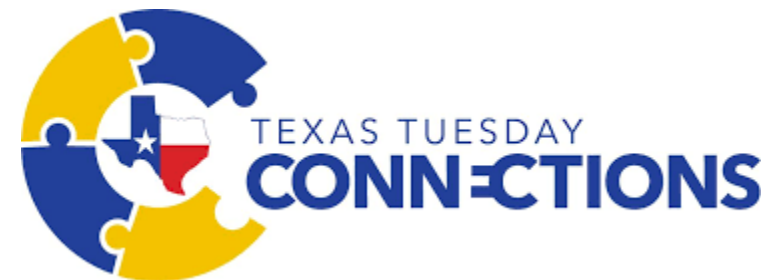


A Guarantee for Growth



*“If you aim at nothing,
you are guaranteed to hit it!”*

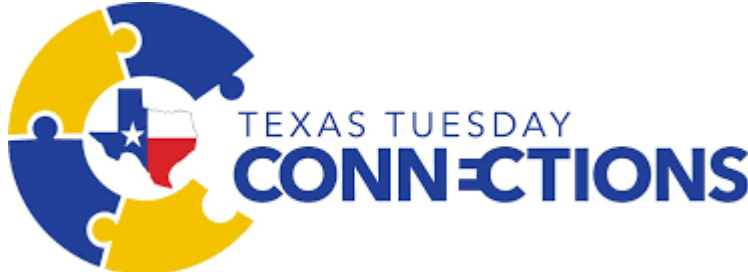
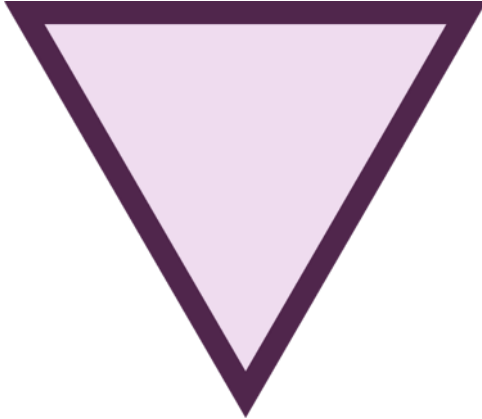
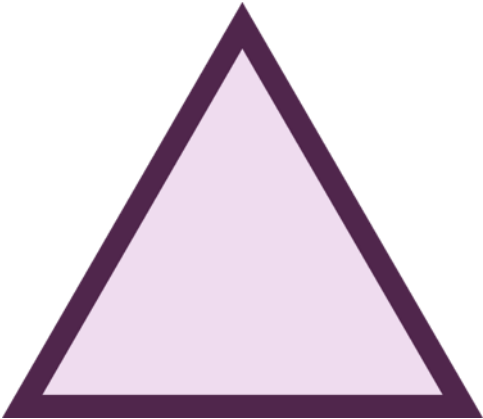
Arnold Schwarzenegger





Build a Plan

Build a Plan



Build a Plan



Membership

- How do we go about setting a membership goal?
- Other than setting a membership goal is there anything else?
- How are we going to do to reach that goal?
- Who will be responsible? Do we need a committee and who should be on it?
- Member orientation and engagement

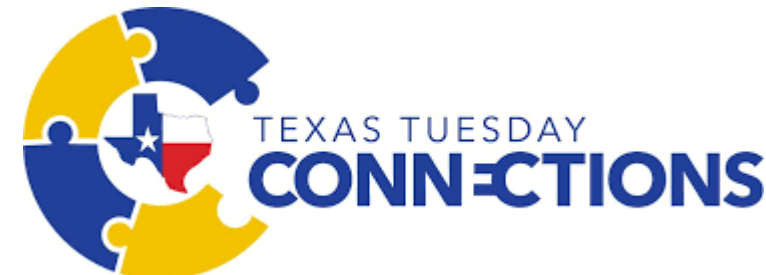


Build a Plan



Service

- 70% - Service in Core areas
 - Lions Charities, LCIF
- 20% - Service in New Areas
 - Areas of Service New to the Club
- 10% - Service in Innovative Ways
 - Services “Outside the Box”
 - ✓ Partnerships



Build a Plan



Service

- Goals
 - Number of projects
 - Number of people served
 - Volunteer hours

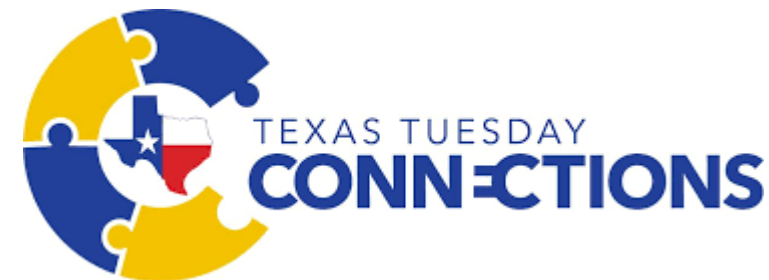


Build a Plan



Leadership

- How does your club select its leaders? Or do you use the P.A.N. method?
- Is there a mentoring program for new Lions? Potential leaders?
- Is there a plan in place for the development of new leaders?



Build a Plan



Lions Clubs International Foundation LCIF

- Is there a goal for LCIF contributions or is it just an afterthought?
- Is there a plan for meeting the LCIF contribution goal?

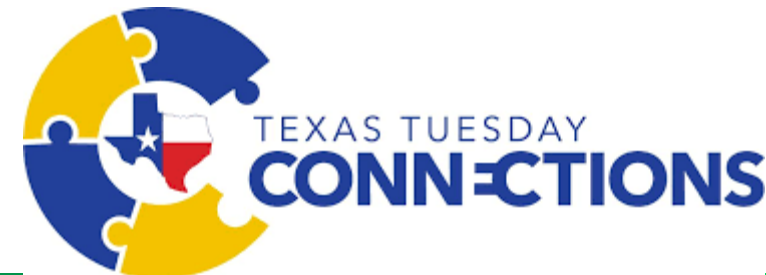


Build a Plan



*“I can accept failure. Everyone fails at something.
But I can’t accept not trying.”*

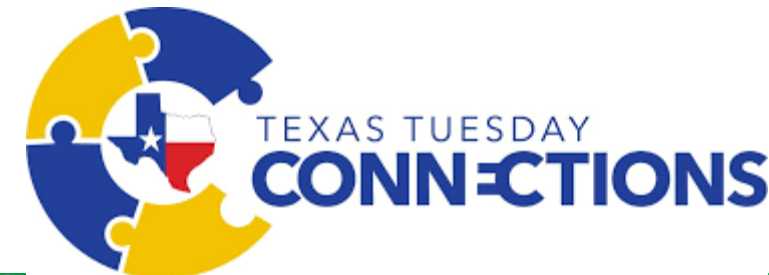
Michael Jordan



Build a Plan



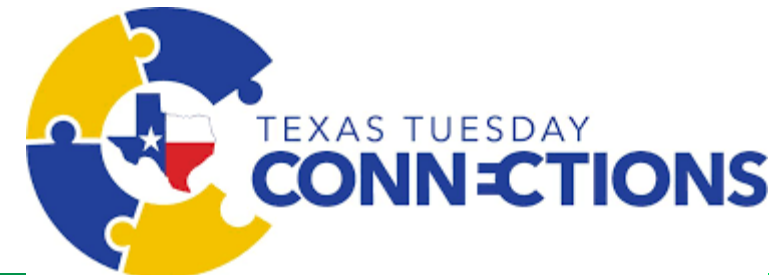
This may seem like a lot. However, all of this can be done in one or two, 1-hour meetings.



Build a Plan



- Where do you see your club in 3 to 5 years?
- Begin now to develop a strategic plan
- If you take time to build a plan – put that plan into action!





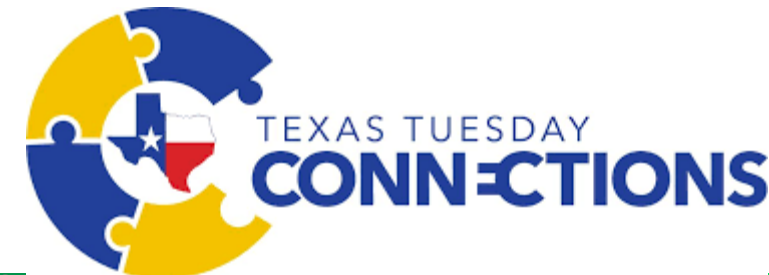
Build Success

Build Success



*“A plan without action,
is only a dream.”*

Unknown



Build Success



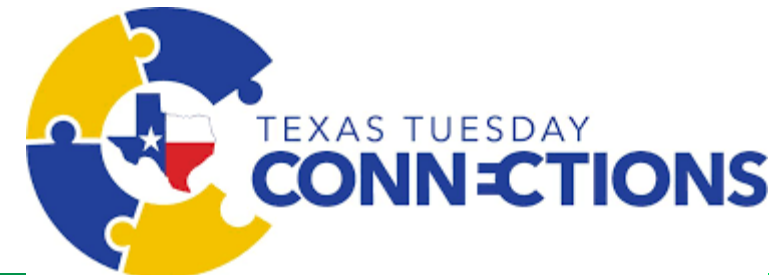
- So, how do we build success? Give me some examples.
- Is consistent communication essential to success?
- What about recognition?
- We build success by making sure that everyone understands the goal and they believe they are a significant part in the attainment of the goal.



Build Success



- Share goal progress regularly and discuss.
- How important is accountability?
- Does your club have a marketing plan?
- If your club attains the Club Excellence Award, then your plan has worked!



Build Success



- One last thing to remember – Goals are a living, breathing document, they can and should be modified as needed.



#BeThe Key



- We can follow the steps and work the process
but
- Nothing happens without commitment!
- Join me and *Be the Key* for Club Excellence



TEXAS TUESDAY
CONNECTIONS



Questions?

PDG Chris Gunstream
LionChris@clgun.com
903-503-1894



We Serve