

CLUB GROWTH PLAN

General Information

- The following pages contain the outline of a plan for **your club's growth**.
- The purpose of the forum is for you (and others from your club in attendance) to draft a plan to grow your club.
- Why are we planning?
 - Every club in Ohio needs to continuously recruit new members and maintain current members to continue the great service our clubs give to our communities.
 - Clubs are like our businesses – people move, change jobs, retire, etc. and we need to replace those losses to serve our customers.
 - Failure to plan is planning to fail.
- For a plan to be successful:
 - A plan needs a goal, action steps, a specific timeline and a responsible party.
 - Not every person is the right person for every job. Select people whose skills match what you are asking them to do
 - The plan needs buy-in by the club officers and club membership. Get their input before implementing the plan.
 - Remember – this is a plan – not something cast in stone. Being flexible with changes is a good idea.
 - When there is buy-in by all key people – **IMPLEMENT THE PLAN!**

CLUB GROWTH PLAN

Membership Development Plan

Kiwanis Club of _____

Membership Information

Club Excellence Tool Score

Current number of members: _____

Number of members as of September 30 last year: _____

Number of members five years ago: _____

Number of male members: _____ Number of female members: _____

Average age of members: _____

Number of members by length of service:

Less than 1 year: _____ 1-3 years: _____ 3-5 years: _____

5-10 years: _____ 10-25 years: _____ More than 25 years: _____

Number of members who have sponsored a new member in the past two years: _____

Does club membership reflect the diversity of the community? Yes No

Has our club sponsored a new club within the last two years? Yes No

If yes, has our club implemented a plan to support and mentor the sponsored club? Yes No

1. What makes our club attractive to new members?

- a.
- b.
- c.
- d.

2. What keeps our current members involved?

- a.
- b.
- c.
- d.

3. What club habits should be changed to enhance the club experience for all current, new, and prospective members?

- a.
- b.
- c.
- d.

CLUB GROWTH PLAN

Goal #1 – Add _ New members

Resources: _____

a) Action Plan #1

i) Plan: Increasing the number of prospective members at meetings, projects or events by _____ %.

Identify members who are “closers” to engage potential members and “close the deal” _____

ii) Responsible Party _____

iii) Target Date _____

b) Action Plan #2

i) Plan: Developing a recruitment plan. (Available resources at www.kiwanis.org/) _____

ii) Responsible Party _____

iii) Target Date _____

c) Action Plan #3

i) Plan: _____

ii) Responsible Party _____

iii) Target Date _____

d) Action Plan #4

i) Plan: _____

ii) Responsible Party _____

iii) Target Date _____

2) Goal #2 – Add _____ Former Members

a) Resources: _____

b) Action Plan #1

i) Plan: _____

ii) Responsible Party _____

iii) Target Date _____

c) Action Plan #2 (Goal #2)

i) Plan: _____

ii) Responsible Party _____

iii) Target Date _____

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3) Goal #3 – Retain Current Membership

- a) Resources: _____
- b) Action Plan #1
 - i) Plan: Involving _____ % of the members in programs, projects, and fellowship activities.

 - ii) Responsible Party _____
 - iii) Target Date _____
- c) Action Plan #2
 - i) Plan: Involving each member in at least one service project.

 - ii) Responsible Party _____
 - iii) Target Date _____
- d) Action Plan #3
 - i) Plan: _____

 - ii) Responsible Party _____
 - iii) Target Date _____
- e) Action Plan #4
 - i) Plan: _____

 - ii) Responsible Party _____
 - iii) Target Date _____

4) Goal #4 – Membership Education

- a) Resources: _____
- b) Action Plan #1
 - i) Plan: Delivering new member orientation within 30 days of joining.

 - ii) Responsible Party _____
 - iii) Target Date _____
- c) Action Plan #2
 - i) Plan: Communicating the opportunities of club membership and involvement at each meeting.

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ii) Responsible Party _____

iii) Target Date _____

d) Action Plan #3

i) Plan: _____

ii) Responsible Party _____

iii) Target Date _____

5) Goal #5 – _____

a) Resources: _____

b) Action Plan #1

i) Plan: _____

ii) Responsible Party _____

iii) Target Date _____

c) Action Plan #2

i) Plan: _____

ii) Responsible Party _____

iii) Target Date _____

d) Action Plan #3 (Goal #5)

i) Plan: _____

ii) Responsible Party _____

iii) Target Date _____

6) Goal #6 – _____

a) Resources: _____

b) Action Plan #1

i) Plan: _____

ii) Responsible Party _____

iii) Target Date _____

c) Action Plan #2

i) Plan: _____

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ii) Responsible Party _____

iii) Target Date _____

d) Action Plan #3

i) Plan: _____

ii) Responsible Party _____

iii) Target Date _____