



DIGNITY, HARMONY AND HUMANITY

MARCH to MAY MEMBERSHIP CAMPAIGN 2016

Background

- Over recent times, our District membership figures have been decreasing to the point where if it continues at the current rate, then we could run the risk of a potential forced District boundary redistribution with our neighbouring “Q” Districts.
- Some of our local Clubs require assistance with a re building campaign, so to support our clubs, Lions Australia is again encouraging participation by **ALL CLUBS** in an organised nationwide **March to May Membership Campaign**.
- This proposal provides concerted and focused action right across the MD through the period March to May 2016, with a National Focus on activities to drive Lions Awareness and Membership Growth in existing clubs.
- In General Terms, it is proposed that the period from 1st March 2016 to 31st May 2016 will be our major **MEMBERSHIP GROWTH CAMPAIGN**, with **EVERY CLUB** in **EVERY DISTRICT** asked and encouraged to conduct a minimum of **One Pro-Active Recruitment And Club Promotion activity** during the period.

Action taken at National and District Level

- The Campaign at Club Level, to be supported by P.R. activities at all levels – National, District and Zone, to raise awareness of **“Who are the Lions and What we do”**
- National TV Coverage: - The **“Two Hands”** TV Ads will continue to run in support of Club & District initiatives
- District will endeavour to place promotional advertisements in March in local newspapers in **Cairns, Townsville and Mackay**, dependent on cost.
- At that time it is hoped that additional editorial space might be made available, so that Zonies or Clubs may be able to promote local “Lions stories” of Lions activities, as well as Lions enjoying what they do and of course an “Invitation into Membership”. It would be a great opportunity to link this promotion with current/recent Lions “Youth of the Year” Quest Judging in your area.

- The central idea here is to get maximum P/R exposure over the period to create awareness of “Who” the Lions are and “What” we do, with an expected rise in the number of enquiries received at both National & Club level. National enquiries for our areas, come back to District from MD for follow up as “prospects” at Club level.
- Radio Interviews Zone Chairpersons and Club Presidents are encouraged to contact their local radio outlets for interviews to promote their Club’s initiatives and Recruiting Activities, across this period.
- Social Media This may be a great opportunity for Clubs and the District to promote via Web Sites, & Facebook. Please engage your club media person or best acquainted members for this

Action required at Club Level

Recruiting Activities

- All Clubs are requested to complete a **MINIMUM OF ONE (1) Pro-Active Recruiting Activity** across this period that will introduce new members to their clubs. This can range from shopping centre displays, free raffles, a ladies “High Tea” afternoon, a “Bring A Friend” Club Night, Women’s and Family Night/Afternoon, recruiting in conjunction with existing activities e.g. Sausage Sizzles, Community Connect Forums/Breakfasts etc.
- Support all this with Lions Promotional material (all clubs should hold a supply of promo material from Newcastle office). (Ask Zonies for assistance here)
OR book the District Recruiting Trailer – contact Gary Kenny OR your Zonie.
- It is important that there is a ground swell of momentum at Club Level following the Media Drive, with Clubs and Zones encouraged to keep the good news stories flowing to their press outlets right throughout the campaign period.

Reporting Feedback

- It is important that we monitor, track and acknowledge the **planned gains** in membership when they are achieved across the Campaign.
- We would like Clubs to commit to a **Net New Member Gain** across the Campaign period and when achieved, **District Governor Kath** will acknowledge the achievement.

Please advise your Club’s **Target Net Gain** to the below named, and **Good Luck**

Gary Kenny
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