

**INTERNATIONAL ASSOCIATION OF LIONS CLUBS
DISTRICT 27-C2
THREE YEAR MERLO PLAN - 2009-2012**

1. Membership Goal:

Increase the Current Annual Average of 167 Total Members Added to 180 Total Members Added Annually (Average based on data from 2003 – 2008) Net Membership Growth would be 20 – (Total Members added minus Dropped Members)

Action Plan:

- A. Request that each club should have a membership chair.
- B. Request that each club should schedule at least 2 membership activities to bring in new members. Promote family memberships in your club.
- C. Request that each club should ensure that new members are promptly inducted during a meaningful ceremony.
- D. Request that each club should recognize individuals for outstanding service in a manner that's truly meaningful and genuine, geared to the individual.
- E. Request that each club should set realistic goals for a net gain membership.
- F. Request that each club should utilize membership materials available through LCI.
- G. Request that each club should use public relations to promote membership. Use local media to tell others what we do.
- H. Request that each club plan 2 community service projects each year.

The MERLO Team, VDG, Zone Chairs and Region Chairs will provide help and instruction through the TTT Training. This will be done through Zone Meetings, Club Meetings and the District Convention. Our District will know if this goal is accomplished by the numbers reported at the end of each month and annually. Zone Chairs will be requested to send in monthly reports to the State Membership Chair and to the District Governor. Our Membership Chair will also send out a questionnaire to each Club Secretary requesting that they share the success they had in fulfilling the Action Plan stated above.

2. Extension Goals:

Our District MERLO Team's Extension Vision is to establish a solid foundation and a positive direction before attempting to form new clubs.

2009-2010: Maintain and strengthen the Current 47 Lions Clubs in District 27-C2

2009-2010: Initiate New Leo Clubs in District 27-C2

2010-2012: If a solid foundation is established by 2010, consideration will be given to begin assimilating data for possible club extension in Woodboro and Drummond.

Action Plan: 2009-2010

- A. Recruit and train the Zone Chairs and Region Chairs as Guiding Lions.
- B. Initiate another Leo Club; possibilities include Merrill, Phillips/Catawba-Kennan, Iron River and St. Germain Lions and Lioness.

Zone and Region Chairs will be trained as Guiding Lions by State Membership Chair John Schwab. Date to be announced.

Chair of Leo Club Development, will provide assistance to clubs interested in forming a Leo Club. Our District will know if this goal is accomplished by the numbers reported at the end of each month and annually.

2. Retention Goal:

Decrease the Current Annual Average of 176 Members Dropped to 160 Members Dropped Annually. (Average based on data from 2003-2008) Net Membership Growth would be 20 – (Total Members added minus Dropped Members.)

Action Plan:

- A. Each club should have fewer drops than in previous year.
- B. Each club will be responsible for new member orientation before induction.
- C. Promote the use of surveys or exit interviews to find out why members are dropping.
- D. Request that each club establish a committee to contact non-attending members.
- E. Encourage all clubs to establish a Greeter Program.
- F. Suggest that each club schedule at least one meeting at a different location, such as; neighboring clubs, project sites, or a family night, etc.

The MERLO Team and the VDG will provide help and instruction through the TTT Training. This will be done through Zone

Meetings, Club Meetings and the District Convention. Our District will know if this goal is accomplished by the numbers reported at the end of each month and annually.

4. Leadership Goal:

Develop Leaders for Clubs, Zones, Regions & District Positions

Action Plan:

- A. Send Lions with less than 8 years of membership and haven't served as club residents to the Emerging Lions Leadership Institute on October 23-25, 2009, at Stevens Point. (The DG, VDG and MERLO Team would be responsible for advertising this.)
- B. Send at least four Lions from the district to the State Leadership Conference at Stevens Point to be held in either February or March of each year. (The DG, VDG and MERLO Team would be responsible for advertising this.)
- C. Plan and develop Officer Training Sessions to be presented at the Region Level in the spring or summer of each year. (The MERLO Team would be responsible for this)
- D. Plan and develop a training session for incoming Region and Zone Chairs to be presented by the DG and the VDG's in September of each year. This would be developed by the DG, VDG and the Leadership Chair.)
- E. Prior to each District Cabinet Meeting, the MERLO Team should meet to plan the next round of Zone Meetings. (This should be the responsibility of the VDG and the MERLO Chair.)
- F. Encourage 27-C2 Lions to attend the USA/Canada Leadership Forum sponsored by LCI. (This would be the responsibility of the DG, VDG and the MERLO Team.)
- G. Present the nine "Transfusion – Transition – Transformation" (T,T,T) Modules to the Region Chairs, Zone Chairs and District Clubs each year. (This should be the responsibility of the TTT Team.)

Our District will know if this goal is accomplished by the number Of Leadership Positions filled or vacant each year.

5. ORIENTATION GOALS:

Prepare and carry out a meaningful and systematic orientation program for all members and new members of each local club.

Orientate your community about Lionism by using public relations to tell about your goals and your accomplishments.

This is the responsibility of the MERLO Team, sponsors, club presidents and membership chairs. An Orientation Program is vital to the retention of new members. One indication of these goals being accomplished are the retention numbers reported at the end of each quarter and annually.