

CLUB MEMBERSHIP COMMITTEE

PURPOSE: To plan and conduct an active and ongoing membership plan of action that will provide new members, thereby bringing fresh new ideas for the Club's continued progress and activities.

PERSONNEL: The Committee should consist of 1-6 members including the Chair. Members of this Committee should be outgoing and interested in Club growth and vitality.

DUTIES/RESPONSIBILITIES:

- To plan and administer an ongoing program for getting new members.
- To inform Club and Board members of the importance and strategies toward growing Club membership through education, involvement, retention and recruiting.
- To conduct fun games and competitions to make recruiting a fun and productive member activity.

RESOURCES: "Web-site" <http://www.optimist.org/> and click on Forms & Publications.

- Review the Membership Handbook.
- Review the "Be An Optimist Today" brochure.
- Review the NOW Program.
- Review the on-line directives of the Optimist International Programs Planning Guide at the Membership tab.

ACTION PLANS: As a Committee, develop and implement growth, involvement, education and retention programs.

- a) What is going to be done?
- b) Who is going to do it?
- c) When is it going to be completed?