

DISTRICT MEMBERSHIP CHAIR

PURPOSE: To cause membership growth in the District by teaching programs, conducting promotions and encouraging recruitment by members and Clubs.

PERSONNEL: Committee members should be highly motivated toward growing Optimism. They should be go-getters with good people skills. The Committee should consist of from 3-6 members, representing a good geographical distribution of the District.

DUTIES/RESPONSIBILITIES:

- To promote the active recruitment of new members by members and Clubs.
- To give effective membership presentations at District and Zone meetings.
 - Skits demonstrating the need for recruitment
 - Roundtables: “Recruitment, Induction, Maintenance and Attendance”
 - Promotional items to encourage members to “ask” others to join
- To make regular reports about membership utilizing the District Bulletin, District Web-site, email or other methods.

ACTION PLANS: As a Committee member, set an example by personally sponsoring new members. In addition, urge Club leadership to participate in the international growth programs and to develop an action plan for membership programs on their own. Consider Quarterly District Promotions

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