**Membership Growth Event Checklist**

**Six weeks prior**

**Evaluate your club by utilizing following tools:**

* [Membership Satisfaction Guide](http://www.lionsclubs.org/resources/EN/pdfs/me301.pdf)
* [Blueprint for a Stronger Club](http://www.lionsclubs.org/resources/EN/pdfs/DA-STPBG.pdf)
* [Club Quality Initiative (CQI)](http://members.lionsclubs.org/EN/clubs/club-quality-initiative.php)
* Your Club, Your Way!

**Conduct community needs assessment**

* Appoint committee.
* Evaluate current projects.
* Identify target audience and community service needs.
* Consider new projects.

**Conduct community needs assessment**

* Identify membership committee organizers.   
  [ party planners (logistics/setup) | marketing | database | budget ]
* Set up membership growth goal (at least 5% growth).
* Set date/time/place for membership event.
* Communicate date to zone chair, district governor and   
  GMT district coordinator.
* Develop budget for event.
* Determine theme of event or dinner.

**Five weeks prior**

**Request and order from Lions Clubs International   
and the Lions International Shop**

* Membership applications and brochures (or print from website)
* Lions International decorations

**Key event items**

* Identify and invite speakers from community partner or service benefactors.
* Identify and invite guest speaker.
* Identify master of ceremony.
* Identify a Lion who will input prospective member information into database.
* If food will be served, develop the menu.
* Secure equipment needs: audio/video (speakers, microphone, projector and screen).
* Secure other supplies: table covers, name tags, paper, envelops, club letterhead.

**Four weeks prior**

**Club meeting and presentation**

* Promote the membership growth event to club members
* Distribute recruiting wheel and Build a Lions Network   
  (pages 16-17, ME-300).
* Ask each member to nominate seven prospective members and submit names to database manager.
* Identify volunteers for set up and clean up the day of the event.

**Three weeks prior**

**Review**

* Collect the “Build a Lions Network Form” from members.   
  (Goal is to have 100% participation.)
* Review and preapprove all nominees.
* Print invitation letter, ensure each letter is personally signed by president and mail to prospective members.
* Confirm all items requested by Lions International and the Lions International Shop have been received.
* Confirm the status of all guests and speakers

**Two weeks prior**

**Data and script**

* Distribute follow-up data and script to all club members.

**One week prior**

**Sponsors and committee**

* Sponsor follows up with prospective members to confirm attendance and notifies database manager.
* Database manager reports attendance numbers to food committee.
* Report status of each nominee to database manager.
* Report all new members in MyLCI.

­**Day of event**

**Set up**

* Decorate room.
* Check audio and video equipment.
* Set up “Sign-in Table,” name tags and membership applications.
* Set up food and refreshments.
* Follow proposed agenda.

**After the event**

* Distribute follow-up data and script to all club members.

**Within 72 hours after the event**

* Contact nominees who attended but did not join.
* Contact nominees who confirmed but did not attend.
* Report status of each nominee to database committee or manager.

**No later than the 25th of the month**

* Report all new members in MyLCI.