



## CREATING A CLUB MEMBERSHIP GROWTH STRATEGIC PLAN

### **Purpose**

Growing your club each year means that you are able to maximize the impact CKI has in your community and further develop the future leaders of the world. Your club should create a Membership Growth Strategic Plan if you want to grow. While *saying* that you aim to increase membership in your club is one thing, *planning* to achieve that growth is another, more effective, approach to actualize your goal. What follows are tips and questions to consider when creating a Membership Growth Strategic Plan for your club.

### **Collaborate**

Teamwork is key, so be sure this plan is informed by the entire club board (including the past board), not just an individual officer. There are likely many perspectives on what is best for your club, and you can keep each other accountable for the goals collectively created.

### **Review**

Before you create your plan, be sure that you are informed. How many members did your club have last year? The year(s) before? Has your club been losing members, staying steady, or growing? What has your club actively been doing to recruit and retain new members, if anything?

### **Create a Goal**

Your membership goals should be clearly stated in the introduction to your plan. What is realistic in terms of net\* growth for the coming year? Use the data you reflected on during REVIEW to walk the line between overshooting and undershooting your membership goal. Your goal can be ambitious, but must still be achievable.

*\*If you lost 3 members last year, you need 4 new members to be at a NET growth of 1 member.*

### **SMART Steps: Recruit**

Heard of SMART goal setting? Take your GOAL and make it SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, and TIMELY. These questions will help jumpstart your plan: How often will you plan to “table” or hand out flyers per month? Who will follow up with people who express interest in joining? Will members be educated on recruitment tips during meetings? How often, and in what format? Who will be the point person in planning and implementing these initiatives?





### **SMART Steps: Retain**

Recruitment is only half of the battle! You want those who come to an event or meeting to keep coming back, and that can be done by fostering a welcoming environment. How will you intentionally celebrate the identities of your existing and new members? How will member feedback be incorporated into decision-making? How will responsibilities be shared among members of the club? How will members be educated about the opportunities available through CKI?

### **Reflect and Evaluate**

This plan is not to be placed in a folder and forgotten. Regularly return to the goals you have created and analyze progress as a group at club board meetings. Have we adhered to all of the steps we said we would take? How many members have we gained, or lost? Are we on track for our goal? Should we reevaluate, or recommit?

Two months before your year of leadership is over, fully review your plan once more and initiate any last-minute strategies in your club to push you over your membership goal. Do not settle with numbers that are below your goal. Try some new strategies and implement them. Remember, a plus one membership growth is better than no growth at all.

At the end of the year, ask: what have we learned and how will we apply these lessons to next year's plan (with the next generation of club leaders)? Facilitate a transition meeting between your outgoing board and the incoming club board where you review these lessons and assist the new board in developing their own plan. Include any additional reflections in the transition materials passed down to these new club officers.

