

District 14-L GMT

Mission Statement

The mission of the Global Membership Team in District 14-L is to increase the membership of the District by getting new members in the present clubs, building new clubs and working to retain the members we presently have.

District 14-L GMT Goals

- 1. To increase the District membership above the 1250 member mark.**
- 2. To build two (2) new clubs in the District in the next two years.**
- 3. To decrease the number of members who have resigned in good standing.**

Action Plan

Goal #1:

Increase membership above the 1250 mark.

How?	When?	Who?	Measurement
Place GMT goals in the District Newsletter.	November 2011	PDG Norman Burdge	When Newsletter comes out.
Contact all Club Presidents and Secretaries about available resources	January 2012	PDG Mike Turek	When he reports back to the GMT Coordinator.
Assist all clubs who want our help.	May 2012	All team members	June 2012 membership reports

Goal #2:

Build 2 new clubs in the District in the next two years.

How?	When?	Who?	Measurement
Form a list of prospective New club sites.	January 2012	PDG Norman Burdge	When the list is presented to the team.
Select the area and collect contact information.	February 2012	Team effort	When the dates for our blitz are set.
Conduct a blitz of the selected area.	March 2012	Team Members	When we have gotten at least 20 people signed up.
Charter a new club.	May 2012	PDG Murray Laite	When District Governor presents the charter to the new club at it's' charter nite.

Goal #3:

Decrease the number of members resigning in good standing.

How?	When?	Who?	Measurement
Collect data from all clubs on members who have resigned in good standing.	This will need to be done each month	District Governor from the M&A reports	When the Governor reports the data to the Team Coordinator.
Contact members who have resigned in good standing.	Make personal contact each month	Team members and Zone Chairpersons	They will report to the Team Coordinator.
Make an effort to get them to transfer to one of the other clubs in the District.	During the personal contact.	Team members and Zone Chairpersons	When clubs report the Transfers on their M&A reports.