

MD202 – KEITH MITCHELL AWARD

Membership Growth, Retention & Extension

PURPOSE:

1. To encourage clubs to take responsibility for membership growth thus ensuring the future of Lions in MD202
2. To encourage clubs to retain members by developing strategies that ensure existing members continue their membership
3. To encourage clubs to extend membership through chartering of new clubs and sponsoring of club branches

Club Membership as recorded on the LCI Club Membership Register Summary as at 30 June. 1 July 20..... = _____ 30 June 20..... = _____

Net Growth for Lions year ending 30 June 20..... = _____

RULES:

1. District entry to be completed by IPDG and submitted with the generic MD202 Award entry form.
2. Club must have achieved 100% MMR reporting on MyLCI.
3. % increase of new members for the year against club membership as at 1 July points scored on ratio of 1:10 (1 point per 10%)
4. Points awarded for New members scored on ratio of 1:1
5. Net membership increase ratio of 3:1 (3 points each new member)

	Number	Points
Number of new members during year (1:1) (excluding transfers and reinstated members)		
% increase of new members against club membership to 30 June (1:10)	%	
Net membership increase for the Lions year (3:1)		
New Clubs sponsored (10 points) Name of Club: Date of Charter:		
Number of Charter Members of new club (1 point per charter [not transferred] member)		
Club Branch sponsored (5 points) Name of Club Branch: Date of Sponsorship:		
Number of Club Branch Members (1 Point per club branch [not transferred] member)		

Club Name: _____ District: _____

Verified by:

IPDG Name _____ District GMT _____

Signature _____ Signature _____