

TIMELINE FOR 2015 SERRA FALL MEMBERSHIP DRIVE

,8-1-2016

<u># DESCRIPTION of ACTION</u>	<u>PERSON</u>	<u>TARGET DATE</u>
1 Conf Call or meeting with Club officers to encourage & mentor the fall 2016 Membership Drive	District Governor	
2 Club accepts the DG mentoring and informs DG of decision & their % goal for increase Selects a handful of members for his or her Club Membership Team (CMT)	President VP Membership	
3 Selects which Membership Drive Plan to use A. Use Recruitment Strategies Menu to select A, B, C, or D B. <i>4 Step Membership Drive starts on page 19 of 2011 Membership Manual</i> C. <i>12-Step Membership Drive starts on page 17 of 2011 Membership Manual</i>	CMT	
4 Customize this 2016 SERRA Fall Membership Drive Timeline , inserting target dates. Determine if "Let's Expand Serra" sheet needs any final tweaks	CMT	
5 Acquire data base of active priests in your diocese (from Chancery) or create your own	CMT	
6 Prepare, practice, and deliver Membership Drive presentation at Club meeting. Distribute, explain and then collect the completed "Let's Expand Serra" sheets from members.	CMT	
7 Reviews all priests & sister names submitted by members. <i>(If two different Serrans select the same priest or sister, VP will call to discuss which Serran will contact that priest or sister. We must avoid any priest being called by 2 or more Serrans for family member names!)</i>	CMT & VP	
8 Provide each Serran with the sheets with names of the priests or sisters who Serran is asked to call	CMT	
9 Calls the priests and sisters on their list and acquires the names and contact information of the family members	Each Serran	
10 Contact Sheet with the family member names provided by each priest is forwarded to the CMT	Each Serran	
11 Follow the steps of selected Membership Drive (from Step #3 above) to invite prospects to the Serra Information Session, answer questions, invite prospects to join, coordinate Induction Ceremony and orientation session. Utilize District Governor mentoring as needed.	CMT	
12 Verify/celebrate with your District Governor on the new members added by Thanksgiving	Entire Club	