Logo, company name

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**CIVITAN CLUB MEMBER RECRUITMENT PLAN TEMPLATE**

**SAMPLE PLAN**

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| **RECRUITMENT TARGET** | **TASK** | **TIMELINE** | **WHO WILL CARRY OUT?** |
| Retired Special Education Teachers | Set up meeting with local board of education, ask to email or present to group of retired teachers | April | Club President  Club Growth & Retention Chair |
| Parents of Junior Civitans | 1. Meet with Junior Club Advisor to get advice on how best to reach parents 2. Write letters to parents, invite to join adult club/junior club project | October | Club President  Club Growth & Retention Chair |
| Small Business Owners | 1. Attend monthly chamber meetings 2. Present on Civitan Impact at Chamber Meeting 3. Demonstrate need for community leaders to join you to fulfill XYZ goal and project that will benefit the community | January | Club President  Club Growth & Retention Chair  Club Member who is small business owner and has contacts |
| Stair-Step Generational Recruiting  *(Skipping several generations in recruiting typically is not very successful!)* | 1. Identify club average age 2. Target new club members about 10 years younger than average age 3. Each club member brings one | Year-Long | All Members |

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**MEMBER RECRUITMENT PLAN**

**CIVITAN CLUB:**

**2021-2022**

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| --- | --- | --- | --- |
| **RECRUITMENT TARGET** | **TASK** | **TIMELINE** | **WHO WILL CARRY OUT?** |
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