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| **Timings** | **Focus** | **Session Lead** | **Equipment / Teaching Aids** | **Notes** |
| **12midday** | Introduction & Setting the Scene | Rita Beaumont |  |  |
| **12.05pm** | **Group Work Session 1** **Where are we Now?****Identify present club approach to Recruitment of new members ~ who is responsible?*** ?Membership Officer
* ?Membership Committee
* ?Part of Club Planning Strategy
* ?Do all of members buy in to plan
* ? Does your club set recruitment targets for the year
 | Facilitators from Regional Executive | Post It’sFlip Charts & Pens | Mixed Groups of 5/6 members  |
| **12.15pm** | Feedback from Groups 1 to 6  |  |  | 2 key Issues from discussion  |
| **12.20pm** | **Club Web Sites & Use of Social Media** Range of tools available for clubs to use  | Jane Slatter |  |  |
| **12.35pm** | **Group Work Session 2****Retention of Members*** Why do members join
* What influences members to stay?
* What factors make them leave?
 | Facilitators from Regional Executive  | Post It’sFlip Charts & Pens | Mixed Groups of 5/6 membersAsk all group members to write on a post it ~ Why did I become a Soroptimist and why do I continue to be a member |
| **12.45pm**  | Feedback Groups 7 to 13 |  |  | 2 key Issues from discussion |
| **12.50pm**  | **Summing Up**Key Messages:* Recruitment & Retention is the Business of All Members
* Every Member must Buy into Plans
 | Rita Beaumont & Helen Byrne |  | Hand OutClub Membership Ladder  |