



GROW YOUR MEMBERSHIP INITIATIVE FOR 2016-17

Goals	Objectives	Action Steps	Progress so Far Update at each Board meeting
Increase branch membership through a variety of recruitment activities	A. Add x% new members to the branch. Note: You may want to have a goal around targeted groups, such as members younger than 60.	1.	1.
Retain branch members who have joined the branch in the past 3-4 years.	B. Retain x% of members recruited since March 1, 2013.	1.	1.