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| **Goals** | **Objectives** | **Action Steps**  | **Progress so Far** |
| 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. | Action Examples: 1. Send a note to those whose membership lapsed last year encouraging them to rejoin
2. Hold tabling event at 1 or more community activities
3. Partner with another woman’s organization~~s~~ on 1 joint meeting where cross-recruitment is encouraged.
4. Consistently ask National Members At Large to join your activities
5. Send info to state web manager to update branch webpage.
6. Encourage members to plan a 40- second Elevator Pitch. Share new ones at branch meetings. Talk about when to use the speech.
 | Progress examples: UPDATE AT EACH BOARD MEETING1. Mary will send note or call
2. Jane will research and recommend by next board meeting.
3. Betty will research and report at next board meeting.
4. Newsletter editor added names to distribution list.
5. President will send schedule of meetings, contact info, and info on how to join the branch
6. Newsletter Editor will send info to members, and board members will be first to share at next meeting.
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| Retain branch members who have joined the branch in the past 3-4 years. | B. Retain x% of members recruited since March 1, 2013. | Action Examples:1. Create a buddy system for all members recently recruited to personally invite participation in branch activities. (Offer a ride)
2. Ask recently recruited members to participate in leadership in a small way (providing food for meetings, writing thank you notes to speakers etal)
3. Have icebreakers and greeters at each meeting so recent recruits get to know members on a personal level
 | Progress Examples:1. Membership VP will match with member who lives close by.
2. List of tasks have been made by board and appropriate board member will ask.
3. Membership VP will research and plan icebreaker for 1st meeting.
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