



## GROW YOUR MEMBERSHIP INITIATIVE FOR 2018-19

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<b>Goals</b>	<b>Objectives</b>	<b>Action Steps</b>	<b>Progress so Far Update at each Board meeting</b>
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.