

# April Dues Renewal Plan

Lt Governor of Marketing, Ben Lappen

**Attention:** District Officers and Dues Coordinators –

Here comes the big one – *April Dues Renewals!* April Dues Renewal is the most critical task of the year toward having our District and Clubs meet their goals. Clubs cannot earn Distinguished Points if they have not renewed their membership, and the District will not earn Distinguished Points if we do not renew our clubs.

## **Table Of Contents:**

**Part one (1): Dues Renewal Team Structure.** In this section, you will learn about the structure of the Dues Renewal Team, and how *you* fit into it.

**Part two (2): April Dues Renewal Plan + Checklist.** This section contains the timeline and actions and responsibilities of each member of the Dues Renewal Team.

**Part three (3): Team Member Checklist.** See checklist for the actions *you* and other members of the team will be responsible for during the renewal period.

---

---

PART ONE

## Dues Renewal Team Structure

### *Players On the Team...*

- Lt. Governor of Marketing
  - Dues Coordinators
  - Division Governors
  - Area Governors.

### - Lt Governor of Marketing (LGM):

- Creates a strategy for renewing 100% of District Clubs
- Publishes renewal strategy to the District.
- Monitors the District Team's success in implementing the renewal strategy.
- In special circumstances, such as when all other team members are unable to renew a club, LGM will step in and contact the troubled club directly.

### - Dues Coordinators:

- Ensure Division and Area Governors know the deadlines relevant to renewals.
- Have resources to renew their clubs.
- In special circumstances, such as when Area and Division Governors are unable or unwilling to renew a club, step in and contact the club directly.

### -Division Governors:

- Make sure the Area Governors know the renewal deadlines, have a plan, and have the resources needed to contact their clubs.

- In special circumstances, such as when an Area Governor is unwilling or unable to help renew a club, the Division Governor will step in and contact the club directly.

### Area Governors:

- Make sure clubs know the renewal deadlines
- Help clubs understand how to renew their membership
- Work with the clubs to find solutions to problems related to renewal.

### A Graph To Further Illustrate the Team Structure

Lt. Governor of Marketing



Dues Coordinators



Division Governors



Area Governors



Clubs / Member

---

**PART TWO**  
**Team Member Checklist**

**Area Governor Checklist**

Checklist	Action Item
	<b>February 5<sup>th</sup>:</b> have you received a report on all troubled clubs in your Area?
	<b>February 14<sup>th</sup>:</b> have you contacted all trouble clubs in your Area?
	<b>February 25<sup>th</sup>:</b> have you received instructions and resources from the Dues Coordinators on renewing all clubs in your Area?
	<b>March 1<sup>st</sup>:</b> have you contacted all your clubs?
	<b>March 14<sup>th</sup>:</b> have you submitted an update to your Division Governor, the Dues Coordinators, and the LGM on the status of all non-renewed clubs in your Area?
	<b>March 22<sup>nd</sup>:</b> have you spoken with and / or gotten a response from all non-renewed clubs and have an update on their dues renewal status? (If not, contact again via phone and e-mail).
	<b>March 30<sup>th</sup>:</b> did you submit a report on the status of all non renewed clubs to your Division Governor, Dues Coordinators, and LGM?
	<b>April 25<sup>th</sup>:</b> have you submitted a report to the LGM on the status of all non-renewed clubs in your Area?

## Division Governor Checklist

Checklist	Action Item
	<b>February 5<sup>th</sup>:</b> have you received a report on all trouble clubs in your Division?
	<b>February 14<sup>th</sup>:</b> Have you contacted all clubs listed as troubled in your Division by phone, e-mail and / or another means?
	<b>February 25<sup>th</sup>:</b> have you received instructions from the Dues Coordinators or LGM on renewing all non-trouble clubs in your Division?
	<b>March 14<sup>th</sup>:</b> have all your Area Governors submitted an update to you, the Dues Coordinators, and the LGM on the status of non-renewed clubs in their Area?
	<b>March 30<sup>th</sup>:</b> Have you personally contacted non-renewed clubs or recommended and helped implement a strategy with your Area Governors to renew the clubs?
	<b>April 25<sup>th</sup>:</b> have all your Area Governors submitted a report to the LGM on the status of non-renewed clubs in your Area?

## Dues Coordinators Checklist

Checklist	Action Item
	<b>January 30<sup>th</sup>:</b> have you <i>personally</i> reviewed the District's dues renewal strategy?
	<b>February 1<sup>st</sup>:</b> have you received the report on <b>Troubled Clubs</b> and the official report on <b>Dues Renewal Strategy</b> ?
	<b>February 5<sup>th</sup>:</b> have you sent Division Governors (cc'd Area Governors) a list of all troubled clubs in their Divisions? Have you highlighted specific problems with the clubs, and recommended ways to successfully renew the club?
	<b>February 25<sup>th</sup>:</b> have you sent a reminder, resources, and / or instructions to Division Governors for renewing non troubled clubs in their Divisions?
	<b>March 14<sup>th</sup>:</b> have you received updates from all Area Governors regarding the status of trouble clubs in their Areas? (If not, follow up with Area Governors who have not submitted reports)
	<b>March 30<sup>th</sup>:</b> have you received an update from all Area Governors on the status of non-renewed clubs in their Areas?
	<b>April 8<sup>th</sup>:</b> have you made contact with all non-renewed clubs in the District and / or are you currently coordinating efforts with Division and Area Governors to renew every club in the District?

---

**PART TWO**  
**April Dues Renewal Plan / Deadlines**

**January**

<b>Task</b>	<b>Deadline</b>	<b>Responsibility</b>
<b>2+ Drafts of Dues Renewal Plan Submitted To District Council For Review and Revision.</b>	Jan 10 <sup>th</sup> , Jan 20 <sup>th</sup>	Lt. Governor of Marketing
<b>Revised Version of Dues Renewal Plan Complete</b>	Jan 31 <sup>st</sup>	Lt. Governor Of Marketing

**February**

<b>Task</b>	<b>Deadline</b>	<b>Responsibility</b>
<b>Official Report of <i>The Dues Renewal Plan</i> Submitted to District Officers</b>	February 1 <sup>st</sup>	Lt. Governor of Marketing
<b>Official Report* On <i>The Renewal History of all District Clubs</i> Complete</b>	February 1 <sup>st</sup>	Lt. Governor of Marketing
<b>Names and Histories of Trouble Clubs Submitted To Dues Coordinators</b>	February 5 <sup>th</sup>	Lt. Governor of Marketing
<b>Contact Area &amp; Div Govs To Ensure That They Are Aware of Troubled Clubs' Renewal History In Their Areas. Submit Recommendations For Contacting the Clubs</b>	Feb 8 <sup>th</sup>	Dues Coordinators
<b>All Trouble Clubs Contacted</b>	Feb 14 <sup>th</sup>	Area Governors
<b>Send Area and Div Govs All the Info They Need For Normal, Non-Problem Clubs</b>	Feb 25 <sup>th</sup>	Dues Coordinators

\*A club's history is a good indicator for how the club will renew in April. A report will be compiled on the history of non-renewed clubs in District 31. Example: a club that consistently submits their dues late needs early intervention and guidance.

### March

Task	Deadline	Responsibility
Area Governors Have Made Contact With All Clubs. Clubs Have the Resources They Need To Renew Their Members.	March 1 <sup>st</sup>	Area and Division Governors
Area and Div Govs Report To LGM If They Had Issues With Any Troubled Clubs, Contacted Prior to February 14 <sup>th</sup>	March 1 <sup>st</sup>	Area and Division Governors
Area and Div Govs Submit a Report (Status Update) To the LGM On All Non-Renewed Clubs.	March 14 <sup>th</sup>	Area and Division Governors
Area Governors complete placing phone calls to Club Presidents & Treasurers of all non-renewed clubs.	March 22 <sup>nd</sup>	Area Governors
Div Govs Make Contact With All Non-Renewed Clubs	March 30 <sup>th</sup>	Division Governors

### April

Task	Deadline	Responsibility
Dues Coordinators Make Contact With All Non-Renewed Clubs (If Appropriate).	April 8 <sup>th</sup>	Dues Coordinators
Lt. Governor of Marketing Contacts Non-Renewed Clubs (If Appropriate).	April 10 <sup>th</sup>	Lt. Governor of Marketing
Area / Div Governors & Dues Coordinators Complete A Status Report With Recommendations On All Non-Renewed Clubs. Submit Report To LGM	April 25 <sup>th</sup>	Area, Division, and Dues Coordinators