

MERLOW TEAM OBJECTIVE: To support and strengthen District 14-B Lions Clubs of Allegheny County through an ongoing collaboration of membership, extension, retention, leadership, orientation and women’s development educational programs at the local level.

MERLOW Team	Flow of Intervention	MERLOW ACTIVITIES	MERLOW OUTCOMES	MERLOW IMPACT
<ul style="list-style-type: none"> • All Zone Chairs • Membership Chair • Extension Chair • Retention Chair • Leadership Chair • Orientation Chair • Women’s Development Chair • Vice District Governor (VDG) • District Governor (DG) 	<ul style="list-style-type: none"> • Zone chairs will be responsible for notifying the VDG of those clubs which are at-risk • The VDG will coordinate intervention efforts by the MERLOW team • DG will be notified of the MERLOW team’s progress by the VDG 	<ul style="list-style-type: none"> • PA MERLOW trainings will be attended by district team • Quarterly MERLOW meetings will be held and membership reports will be reviewed • MERLOW team will explore the addition of new specialty clubs • MERLOW team will present workshops at zone , cabinet and other designated meetings • MERLOW team will explore women groups as prospects 	<ul style="list-style-type: none"> • An increase in net membership • An increase in new clubs and branches • An increase in future leaders • An increase in recruitment of and retention of women members • A decrease in the number of Lions who resign 	<ul style="list-style-type: none"> • A three-year plan that will: <ol style="list-style-type: none"> 1) Empower a MERLOW team that links membership, extension, retention, leadership, orientation and women’s development activities together. 2) Increase membership and decrease drop-out rates 3) Provide leadership training and development at the zone chair level through the MERLOW team. 4) Provide new members with an orientation program that will increase their knowledge of Lionism at the local level. 5) Provide a sustainable work plan for the MERLOW team. 6) Removal of District 14-B’s transitional status.

INDICATORS

<p><u>ASSUMPTIONS</u></p> <ul style="list-style-type: none"> • The MERLOW team will be provided materials and resources from Lions International, the PA State Lions, District Governor Newsletters, emails, mailing, phone-a-thons on an ongoing basis. <p><u>UNINTENDED OUTCOMES</u></p> <ul style="list-style-type: none"> • The MERLOW team will provide additional resources resulting in unanticipated initiatives and opportunities for membership growth, development and community awareness of Lion activities. • The MERLOW team will develop an annual Lion Report Card of MERLOW activities that will be reported by the VDG and DG at state and international levels. 	<ul style="list-style-type: none"> • 10%+1 net increase in membership by 50% of District 14-B Clubs • Addition of two new clubs • Addition of two new branch clubs • 50% recruitment and retention effort in women’s development • # of future leaders will be identified and trained
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