
ACTION PLAN FOR 2012 AND BEYOND

FIRST A RECAP ...

WHAT NEEDS TO BE DONE ?

- ✓ **LEVERAGE STRENGTHS**
- ✓ **MITIGATE WEAKNESSES**
- ✓ **TAKE ADVANTAGE OF OPPORTUNITIES**
- ✓ **OVERCOME THREATS**

TO LEVERAGE STRENGTHS ...

- ✓ **DEVELOP SYSTEMATIC PLAN TO MOTIVATE THE MEMBERSHIP**

- ✓ **EXPAND TRAINING SEMINARS**
 - **AT DISTRICT LEVEL**
 - **AT CLUB LEVEL**

- ✓ **MAKE COMMUNITIES CONCIOUS OF GYRO PRESENCE**

TO MITIGATE WEAKNESSES ...

- ✓ **ASSURE ADEQUATE FUNDING**
- ✓ **REASSESS THE VALUE OF GYRO TO SELF, FAMILY & COMMUNITY**
- ✓ **REASSESS THE VALUE OF OFFICER TRAVEL AS A ONE-ON-MANY IMPETUS TO MEMBERSHIP**

✓ **STRESS THE NEED FOR MEMBERS
HELP IN SAVING GYRO – EVERYONE
“INVITE A FRIEND TO GYRO!”**

✓ **STRESS THE VALUE OF RETENTION BY
MAKING CLUB MEETINGS DESIREABLE, &
BE ATTENTIVE TO NEW MEMBERS**

✓ **EVERYONE BECOME PROACTIVE AND
PLAN TO VISIT A TROUBLED CLUB
- A POSITIVE PLAN TO HELP**

DISTRICT OFFICERS MUST

✓ **BE PROACTIVE**

✓ **BE ACCOUNTABLE**

✓ **DEVISE A VIABLE PLAN**

✓ **CONDUCT TRAINING – District & Clubs**

✓ **USE AVAILABLE TOOLS**

GRASP THE OPPORTUNITIES ...

- ✓ **IDENTIFY INCREASING GROUPS & CATEGORIES OF BABY-BOOMERS**
- ✓ **THAT GROWTH IS UNRELENTING, TRY AGAIN & AGAIN**
- ✓ **DO NOT DISCOUNT ANY POSSIBLE OPPORTUNITY AS UNREALISTIC OR UNWORKABLE**

OVERCOME THE THREATS ...

- ✓ **DISCOUNT AGE – THINK IN TERMS OF A NEW 20-YR. FRIEND**
- ✓ **LEARN FROM SUCCESSFUL CLUBS**
- ✓ **ELIMINATE CLUB CLIQUES**
- ✓ **OFFER A FRIENDLY EXPERIENCE TO A PROSPECTIVE NEW MEMBER**

2012 ACTION PLAN



THE DETAILS

ACTION PLAN OBJECTIVES

- 1. CLUB MEMBERSHIP EXPANSION**
- 2. DISTRICT MEMBERSHIP EXPANSION**
- 3. DISTRICT MEMBERSHIP EXTENTION**
- 4. INT'L MEMBERSHIP GOALS**
- 5. INT'L SPECIFIC DUTIES**
- 6. INT'L FINANCIAL STABILITY**
- 7. NEW MANUAL / TRAINING TOOLS**
- 8. COMMUNICATIONS / SOCIAL NETWORKS**
- 9. RECOGNITION OF LADIES**
- 10. MINIMIZE SUPPLIES & INVENTORY**
- 11. MOTIVATION OF THE MEMBERSHIP**

OBJECTIVE 1

DISTRICT GOVERNOR TO PROMOTE CLUB MEMBERSHIP EXPANSION

- **WORK WITH CLUBS TO IDENTIFY RESPONSIBILITY AND ACTIONS TO BE TAKEN ~ FOLLOW UP**
- **SET CLUB MEMBERSHIP GOALS**
- **IDENTIFY TIMELINE FOR SUCCESS**

DISTRICT ACTION 1a

**GOVERNOR MUST “SELL” THAT CLUBS
APPOINT A MEMBERSHIP CHAIRMAN
TO BE APPROVED BY DISTRICT**

- **GOVERNOR TO ASSIGN A DISTRICT OFFICER AS LIAISON TO EACH CLUB**
- **GOVERNOR TO MONITOR PLAN’S PROGRESS QUARTERLY**
- **M-CHAIR SHOULD HAVE EXHIBITED A PROVEN ABILITY TO MOTIVATE**

OBJECTIVE 2

DISTRICT GOVERNOR TO PREPARE A PLAN TO GAIN DISTRICT MEMBERSHIP

- **A PLAN TO ASSIGN RESPONSIBILITY
AND ACTIONS TO BE TAKEN**
- **SET MEMBERSHIP GOALS**
- **IDENTIFY TIMELINE FOR SUCCESS**

DISTRICT ACTION 2a

**GOVERNOR TO ASSIGN SELF,
OR LT. GOV AS TEAM LEADER**

- **GOVERNOR TO INITIATE CLUB PHONE CONTACT ON PROGRESS ONCE EACH MONTH – REPITITION IS ESSENTIAL!**
- **GOVERNOR TO MONITOR PLAN'S PROGRESS MONTHLY & REPORT TO ASSIGNED INT'L VP**

OBJECTIVE 3

DISTRICT GOVERNOR TO PREPARE A PLAN FOR DISTRICT EXTENTION

- **A PLAN TO IDENTIFY NEW CLUB LOCATIONS & ACTIONS TO BE TAKEN**
- **ASSIGN PIP'S / PDG'S TO TAKE CHARGE WHEN APPROPRIATE**
- **SET REALISTIC TIMELINE FOR SUCCESS**

DISTRICT ACTION 3a

**ESTABLISH A TEAM AND LEADER,
THEN IDENTIFY & CONTACT NEW
CLUB POTENTIALS:**

- ✓ **ALREADY ACTIVELY MTG. GROUPS**
- ✓ **EX-GYROS AND/OR FRIENDS**
- ✓ **ADVERTISE A MEETING & SECURE A MEETING LOCATION**

OBJECTIVE 4

**INTERNATIONAL TO ESTABLISH 10%
MINIMUM MEMBERSHIP GOALS**

**DISTRICTS MAY SET HIGHER GOALS
OR
AGREE TO MINIMUM GOALS AS SET
FORTH BY EXECUTIVE COUNCIL**

MINIMUM GOALS AS FOLLOWS:

NEW MEMBERSHIP

ANNUAL CLUB EXPECTATION

0 – 10 :	1	new member
11 – 20 :	1-2	new members
21 – 30 :	2-3	new members
31 – 50 :	3-5	new members
51 & above :	no requirement – just keep doing what has been working!	

ADDITIONAL MINIMUM GOAL

- ✓ **CLUBS TO REPLACE DECEASED MEMBERS ASAP – WITHIN A YEAR**
- ✓ **REPLACEMENT DOES NOT COUNT TOWARDS ANNUAL EXPECTATION**

**NET RESULT: IS A PLANNED ANNUAL
10% GAIN IN NEW MEMBERSHIP**

IT WILL TAKE HOWEVER:

- ✓ **COMITTMENT BY THE DISTRICT OFFICERS**
- ✓ **COMITTMENT FROM THE CLUB OFFICERS**
- ✓ **COMITTMENT FROM THE MEMBERSHIP**

- A -

- ✓ **LARGE DOSE OF TIME AND EFFORT BY ALL**

- AND -

- ✓ **FOLLOW UP,**
- ✓ **FOLLOW UP, AND MORE**
- ✓ **FOLLOW UP.**

MEMBERS MUST REALIZE:

- ✓ **INCREASED MEMBERSHIP MUST COME VIA THE EFFORTS OF THE DISTRICT & INDIVIDUAL CLUBS.**
- ✓ **EC or BOG CANNOT FIND CLUBS NEW MEMBERS – THEY CAN & DO PROVIDE GUIDELINES, TRAINING AND TOOLS TO ASSIST.**

OBJECTIVE 5

**INTERNATIONAL TO ESTABLISH
SPECIFIC ACTION PLAN DUTIES**

**EXECUTIVE COUNCIL
TO ASSIGN AN
INTERNATIONAL VP
TO EACH DISTRICT
FOR DIRECT LIAISON
ON MEMBERSHIP**

INTERNATIONAL ACTION 5a

LIAISON VP DUTIES ARE TO:

- **RANDOM PHONE CONTACT WITH TROUBLED CLUBS**
- **CONSULT WITH GOVERNOR TO DETERMINE TROUBLED CLUBS**
- **VP TO EMAIL GOVERNOR ON PROGRESS EVERY TWO MONTHS**

OBJECTIVE 6

FINANCIAL STABILITY

- **EVERY MEMBER MUST UNDERSTAND THAT BEING A MEMBER REQUIRES TAKING RESPONSIBILITY.**
- **THAT INCLUDES THE FINANCIAL WELL-BEING OF THE ORGANIZATION.**
- **DUES ARE EQUAL TO EACH MEMBER, NOT ASSESSED BY SIZE OF CLUB.**

ACTION 6a

FINANCIAL STABILITY

- **EVERY MEMBER MUST UNDERSTAND THAT FINANCIAL ADJUSTMENTS ARE UNDERTAKEN AFTER STUDIED DELIBERATION BY THE BOARD OF GOVERNORS, NOT AT THE DISCRETION OF THE EXECUTIVE COUNCIL.**

ACTION 6b

FINANCIAL STABILITY

- **STABILITY MEANS UNDERSTANDING THAT EACH NEW ENTITLEMENT APPROVAL REQUIRES BUDGETARY PLANNING IN ADVANCE OF THE EXPENSE. NOT CATCH-UP LATER.**

ACTION 6c

FINANCIAL STABILITY

- **IF THE ORGANIZATION IS WORTH SAVING, THEN IT IS WORTH FUNDING PROPERLY.**
- **FUNDING SHOULD NOT BE TO BARELY MAKE ENDS MEET – IT SHOULD BE IN ADVANCE OF REQUIREMENTS.**

OBJECTIVE/ACTION 7

MANUAL – TRAINING/SEMINAR TOOLS

- **INTERNATIONAL TO PACKAGE A NEW MANUAL OF MEMBERSHIP TOOLS & UPDATED SEMINAR DATA ON AN ANNUAL BASIS TO ALL DISTRICT OFFICERS.**
- **ALSO AVAILABLE ONLINE FOR USE BY CLUB MEMBERSHIP CHAIRMAN.**

OBJECTIVE 8

IMPROVED COMMUNICATIONS - VIABILITY OF SOCIAL NETWORKS

- ✓ **GYROSCOPE ADVANCEMENT**
- ✓ **CLUB BULLETINS / WEBSITES**
- ✓ **DATABASE TRANSMITTALS & USE**

- ✓ **USE OF SOCIAL NETWORKS FOR GYRO
COMMUNICATIONS & TO EDUCATE
NON-MEMBERS**

ACTION 8a

CONTINUE TO PROMOTE & ASSIST WITH:

- **A GOVERNOR'S REPORT QUARTERLY**
- **EVERY CLUB TO ISSUE A BULLETIN
AND EITHER**
- **A WEBSITE BY EACH DISTRICT (& CLUBS)
OR CONSIDER**
- **INDIVIDUAL DISTRICT WEBSITES
LOCATED ON INTERNATIONAL WEBSITE
– UPDATED QUARTERLY.**

ACTION 8b

NEXT:

- **ESTABLISH A COMMITTEE TO STUDY THE VIABILITY OF SOCIAL NETWORKS AS A COMMUNICATIONS TOOL – EASE OF USE vs. SECURITY, ETC.**
- **REPORT TO BE AVAILABLE AT NEXT CONVENTION W/IMMEDIATE IMPLEMENTATION IF APPVD.**

ACTION 8c

**REVIEW CLOSELY
AND IF FOUND VIABLE,
INTEGRATE & FUND
AS NEEDED THE
ANTICIPATED
MARKETING PLAN**

OBJECTIVE 9

RECOGNITION/APPRECIATION OF LADIES

- **CONSTANTLY OFFER TO THE LADIES AT APPROPRIATE SOCIAL FUNCTIONS - DUE APPRECIATION OF THEIR HELP.**
- **NOTE THAT MANY SUCCESSFUL CLUBS INTEGRATE LADIES INTO THE CLUB FABRIC REGULARLY.**
- **DEBATE OPTION OF LADY MEMBERS.**

OBJECTIVE 10

MINIMIZE SUPPLIES & INVENTORY

❖ **GYRO STORE TO REDUCE INVENTORY TO SUPPLY PINS, PLAQUES, AWARDS, ETC. ONLY**

OBJECTIVE 11

**MOTIVATE THE MEMBERSHIP TO
“HELP SAVE GYRO”**

**ESTABLISH A DEFINITION TO
IDENTIFY WHAT IS MEANT BY:**

**“THOSE INTRINSIC VALUES
EMBODIED IN GYRO THAT DEFINE
THE TRUE MEANING OF
FRIENDSHIP”**

INTERNATIONAL ACTION 11

- **INTERNATIONAL TO ESTABLISH A COMMITTEE TO DEFINE THE VALUE OF GYRO FRIENDSHIP**

GOAL:

- **TO SOMEHOW CAPTURE AND ENCAPSULATE A REUSEABLE MESSAGE TO ASSIST MEMBERS IN MAKING A “SALE”**

INTERNATIONAL ACTION 11a

- **A MESSAGE OF SIMPLICITY THAT CONVEYS THE MEANING OF FRIENDSHIP**
- **A MESSAGE THAT TRANSCENDS THE VALUE OF LEISURE TIME**
- **A MESSAGE TO STIR THE HEARTS OF GYROS INTO MOTIVATION TO MAKE AN EFFORT**

INTERNATIONAL ACTION 11b

- **THIS MESSAGE SHOULD PORTRAY THE MESSAGE THAT:**

“GYRO IS A MEN’S SOCIAL ORGANIZATION DEDICATED TO FUN, BROTHERHOOD AND FELLOWSHIP”

**THAT MOTIVATION CAN
BE AS SIMPLE AS THAT
EXPRESSED BY THIS
ELOQUENT OLD GYRO
WHEN ASKED,**


**“WHAT DOES GYRO MEAN
TO YOU ?”**



**AS DETERMINED
OVER AND OVER AGAIN
BY BOG's SINCE THE 1930's ...
MEMBERSHIP GROWTH
MUST COME FROM THE
HEARTLAND**

**IT IS UP TO THE GOVERNORS, NOW
& FUTURE TO MAKE THIS HAPPEN**

**“INTERNATIONAL (BOG & EC)”
CAN ONLY HELP INDIRECTLY**



**IT IS UP TO THE ELECTED
GOVERNORS TO SHED THE
“DANCING GOVERNORS” LABEL,
DIG DOWN INTO THEIR COLLECTIVE
ABILITIES THAT HAVE GOTTEN THEM
TO THIS POINT IN LIFE ...
AND SUPPORT THIS PLAN!**

OR THEN ...



**GYRO AS WE KNOW IT,
WILL FADE LEAFLESS
INTO THE SUNSET.**