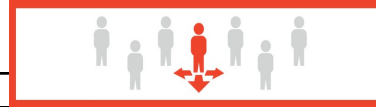




THE Y'S MEN'S CLUB OF MIDLAND, ONTARIO, CANADA

NEWSLETTER

October 23rd, 2019



BOARD OF DIRECTORS

2019/2020

President - Alan Condren
Vice Pres - Kevin Leonard
Treasurer - Blair Stotesbury
Past President - Tim Dunlop
Secretary - Rob Heming
Director - Rene Ouellet Jr.
Director - Drew Plaxton

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Ways to Increase Membership

The club had a full business meeting with a spirited discussion on ways that we could increase membership. Currently, membership is slowly declining in North America while places in India, Korea and other developing countries is increasing.

Y's Men International is on a 100 day membership drive to bring in 5,000 new members & start 200 new clubs internationally for 2019/2020. There is a 50% spouse discount valid for 3 years on International Dues for existing club members from clubs of at least 15 members. Locally, before we can go out & get new members, the club needs to develop a membership strategy that answers the following questions....

What is the Y's Men Club of Midland? What are we? Who do we serve? How do we serve them? We also need to re-affirm structure, fees, meeting format etc. Other ways to increase membership include:

- Increasing awareness of the club through social media, posters, events, brochures, working with other clubs on events, etc.
- Make it easy to get involved through meet & greets, incentive memberships, enjoyment events, etc.
- Focus on membership value & why is it good to be a member. This includes a combination of reasonable fees and requirements for membership with fun educational programs, a sense of pride & accomplishment in community service, creating the sense of being part of something unique & special & doing all this with a group of good people that may create friendships that last for a long time.

The Board was tasked by current members to meet & create proposals that will be reviewed & decided on before the Christmas Break.

International &/Or Regional Report

At the face-to-face meeting held in Torrance (CA), USA in November last year, an operational plan known as Challenge 22 was formulated by ISG Jose Varghese for achieving our common purpose of having 50,000 club members in 100 countries by 2022, while striving together in fellowship for a better world by offering service to the YMCA and communities worldwide. One of the goals was to Share your club's Legacy Story . What is the most significant service to the community or YMCA that your club has provided since it began? Clubs are to send a short text (not exceeding 200 words) describing the activity and how it benefited the recipients. Please submit with this description, one picture of the service activity (if available) as well as a group photo of your current club members (with members' approval). These will be digitally saved as part of the history of our movement.

Time To Dine Fundraiser

All Y's Men & local businesses need to sell 1,000 tickets over the next 2 months. Teams of specified times @ venues: Food Basics Midland Penetang & YMCA. Please contact DUNLOP as he has boards, cash box , table & chairs.

Y's Men can sell @ the following venues in Midland, Food-Midland & the contact TIM has sandwich



**Midland Y's Men's
TIME TO DINE**

Name _____

Address _____

Tel _____

Lic #M806029

0481



**Midland Y'Men's
TIME TO DINE**

1st Prize - 24 \$100 dine out Gift Certificates to Local Restaurants
2nd Prize - \$150 Gift Certificate from Food Basics, Midland
3rd Prize - \$150 Gift Certificate from Foodland Penetanguishene

Draw Date: December 10, 2019 - 2 pm

Draw Location: Midland YMCA

Lic #M806029

Tickets \$10.00 each

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UPCOMING PROGRAM

Oct 29 - Pumpkinferno at 6 pm at Discovery Harbour - \$8 admission with non perishable food donation. Dinner at Captain Roberts with Spouses invited! 20\$ per person. Meet at 6:00 pm

Nov 5 - ???

Nov 12 - ???

Nov 19 - ???

Nov 26 - ???

Dec 3 - ???

Dec 10 - Time to Dine Draw ???

Dec 17 - Christmas Social ???

Visit our website at: www.midlandysmensclub.ca