



Leo Club

Membership

Chairperson Guide

As the membership chairperson for a Leo club, you play a key role in your club's health, longevity and ability to serve your community. This guide will help you ensure that your members have a meaningful, impactful and rewarding club experience.

Getting started

Preparing for your role

Before you get started, take some time to understand your new role and get organized. If you have one, connect with your last club membership chairperson to learn what worked well and what didn't. You can also meet with the membership chairperson for your sponsoring Lions club to discuss ideas. Finally, connect with your club secretary to ensure your current email address is correct so you can receive regular messages from Lions International with tools and resources that can help you achieve success.

Responsibilities

Club membership chairpersons manage their membership growth by recruiting new members and helping to create a great club experience for first-year members.

- Determine membership strategy with Leo club officers and sponsoring Lions club
- Set membership recruitment goals for the club
- Coordinate and host new member drives
- Coordinate Leo Membership Growth Month in October with the Leo club president and Leo club advisor
- Work with your Leo club president and secretary to ensure new members are added to the Lion Portal
- Coordinate membership forms for new and existing members
- Support new members in their first year, including ensuring Leos feel connected to other club members, answering questions and being a first line of contact

Top priorities for every club membership chairperson

1. Develop a membership growth plan
2. Make a list of prospective members, including asking your club to identify potential members, and follow up to ensure that invitations are being made to join the club
3. Promote the club at service projects and events
4. Ensure new members receive orientation
5. Help create a positive club atmosphere
6. Collaborate with your district or multiple district membership chairperson (if available)
7. Create an online presence through social media

Actions for success

- Collaborate with your club president, vice president or Leo club advisor
- Support member retention by creating a warm and welcoming club environment so members know they're an important part of your service and your club
- Encourage club members to invite new members and help create a positive club membership experience for all



- Ensure new members are provided with a new member orientation in collaboration with the other club officers
- Contact prospective member leads as soon as you receive them
- Create a calendar to lay out your plan for the year
- Connect with other membership chairpersons in your district and multiple district, as well as your sponsoring Lions club
- Develop and lead a team focused on creating and implementing membership goals and action plans
- Follow the Global Membership Approach process

Global Membership Approach

The **Global Membership Approach** is an innovative process that Lions International created for Lions clubs and is also recommended to help Leo clubs achieve long-term membership growth and retention. This approach provides a tested process to share your vision, discover new opportunities and develop common goals together. The steps are outlined below to help guide you in your roles as Leo club membership chairperson.

Build a team: Preparing your club

The best way to get started is by forming a membership-focused team to help you get the job done. Consider including the following club members:

- Last year's membership chairperson
- Next year's potential membership chairperson
- Any club members interested in recruitment or member satisfaction

This team can help you prioritize membership satisfaction and achieve growth in your club. By including the previous and future club membership chairpersons in your team, you're helping to ensure that membership efforts flow smoothly from year to year and that you have insight on what has and hasn't worked for your club.

Build a vision: Creating your club's vision

By setting goals, you give your members something to strive for. Break down your goals into small, manageable objectives and work on targeting milestones for membership growth and membership satisfaction.

Build a plan: Implementing your club's growth plan

Develop and implement your membership growth plan by getting your members involved in the plan and the process for reaching your goals and initiatives.



Build success: Celebrating your club's membership growth

Learn about the process of evaluating, sharing, supporting, recognizing and making necessary changes.

Take action

The best way to achieve your goals is to get started. Be sure to involve your members so they can be part of the process – and your success.

Measuring success

Here are a few ideas of how you could measure success in your role.

- Conduct at least one more community membership drive than the previous year
- Increase the number of new members over the previous year
- Contact a minimum of two former members about returning to the club
- Increase total membership over the previous Lions year
- Retain 85% of members
- Hold a new member orientation and encourage new members to participate

Energize your club with new members

Every club needs members to achieve its service goals, and recruiting these members is everyone's responsibility. New members provide clubs with fresh ideas, new projects and additional ways to make a difference in your community.

Here are some ways you can kickstart your efforts.

- Create a plan for your club's membership growth
- Prepare your club to start your member recruitment by identifying why your club needs new members and what kind of members your club needs
- Make yourself aware of the opportunities and resources available to Leo members from Lions International like awards, the Lions Learning Center, board policy, grants, etc.
- Encourage new member recruitment and promote award programs to your club members
- Make sure new members have a valid email address to help them receive helpful communications from Lions International
- Promote membership during service events; fun events that invite community members to participate are excellent recruitment tools

Potential new members

- Community leaders
- Relatives
- People you or your club members do business with or colleagues
- Friends
- Neighbors
- Religious affiliates
- Local professionals



Club communications

Below is a list of ways to promote club activities and engage prospective members who may be invited to your club.

- Website
- Email
- In-person meetings
- Community events
- Social media
- Direct marketing online groups
- Affiliation/networks
- WhatsApp

Motivate members

New member checklist

One part of your role is to ensure new members have the answers to their questions and are feeling satisfied with their experience in your club. Use the following questions to make sure new members feel welcomed and valued by your club.

- Have I introduced them to everyone in the club?
- Have I encouraged them to attend club events?
- Have I given them a new member orientation?

Awards and recognitions for Leos

Lions International offers membership awards and recognition opportunities to highlight the achievements of Leos and clubs. Be sure to share these opportunities with the Leos in your club to encourage them to invite new members and keep current members happy.

- **Leo October Membership Growth Award:** Leo club advisors may present this award to any Leo who recruits three or more new members who are reported in the Lion Portal during the month of October. For a Leo to earn this award, Leo club advisors must submit the nomination form by November 15.
- **Leo Club and Sponsoring Lions Club Anniversary Patches:** Leo clubs who have achieved the fifth anniversary of their certification and their sponsoring Lions club can receive anniversary patches sent from the Leo Club Program staff. Patches are sent at anniversaries in multiples of five years thereafter.

There may also be special initiatives from our international president. Be sure that your email on file at Lions International is correct to receive updates on these initiatives. There are several other Leo awards and recognition opportunities; more information is available at lionsclubs.org.

Lions International

Lions International gathers and shares best practices and success stories, so let us know what works in making your new members feel more welcome and celebrating the long-time members of your club! Email the Young Lions and Leos team at leo@lionsclubs.org.

