



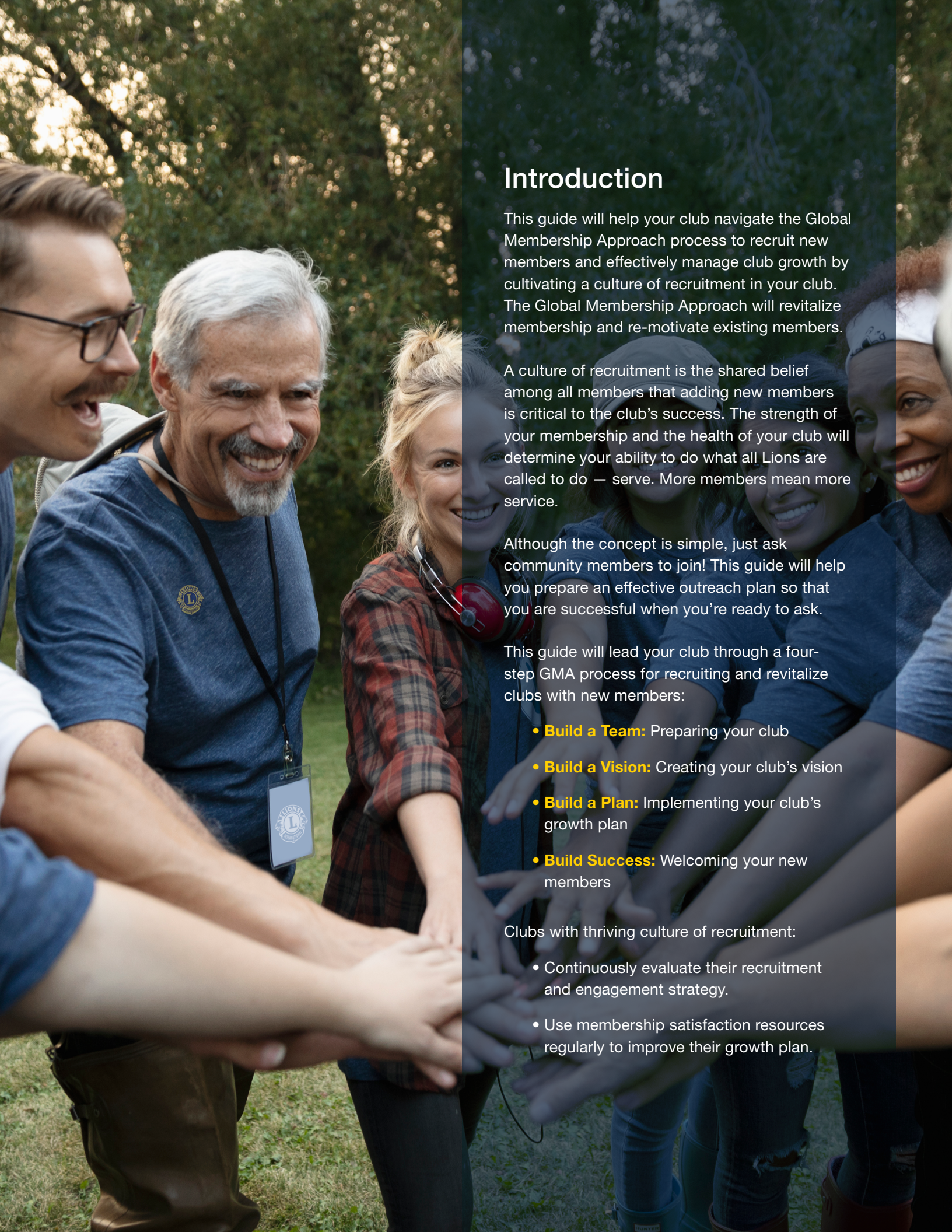
Just Ask!

Fostering a Culture of Recruitment

New Member Recruiting Guide for Clubs



Lions Clubs International



Introduction

This guide will help your club navigate the Global Membership Approach process to recruit new members and effectively manage club growth by cultivating a culture of recruitment in your club. The Global Membership Approach will revitalize membership and re-motivate existing members.

A culture of recruitment is the shared belief among all members that adding new members is critical to the club's success. The strength of your membership and the health of your club will determine your ability to do what all Lions are called to do — serve. More members mean more service.

Although the concept is simple, just ask community members to join! This guide will help you prepare an effective outreach plan so that you are successful when you're ready to ask.

This guide will lead your club through a four-step GMA process for recruiting and revitalize clubs with new members:

- **Build a Team:** Preparing your club
- **Build a Vision:** Creating your club's vision
- **Build a Plan:** Implementing your club's growth plan
- **Build Success:** Welcoming your new members

Clubs with thriving culture of recruitment:

- Continuously evaluate their recruitment and engagement strategy.
- Use membership satisfaction resources regularly to improve their growth plan.

STEP 1: Build a team

Prepare your club

This first step is to build a team of people who are dedicated to increasing your club's membership.

Who will help your club recruit?

Use the membership development team form in this guide to organize your team.

Each member has strengths and preferences.

Make the most of these by encouraging your members to take on roles in the recruiting process. Important roles include:

- **Organizing:** Some members are planners; they see each step and can prioritize what needs to be done. These Lions should focus on guiding your club's recruiting effort.
- **Promoting:** Tech-savvy and creative members can create brochures, issue your press releases and update your website and social media networks.
- **Reaching out:** These are your Lions who are comfortable talking to new people about your club. Encourage them to promote Lions Clubs International to your target group via community groups on social media, email, and community-based events to begin engaging with prospective new members.
- **Welcoming:** Lions who are trained to conduct new member orientation and coordinate mentoring will ensure your new members feel welcome and quickly settle into your club. Lions International provides training for both new member orientation and the Basic Mentoring Program that can be found at lionsclubs.org/MembershipChair.

To learn more & access additional resources, visit lionsclubs.org/MembershipChair



Step 2: Build a vision

Create your club's vision

In this step, you will **assess your club and your community**. To align your club activities with the needs of your members and community, consider these valuable options:

- Have your club members complete the “How Are Your Ratings?” survey. Member feedback can help identify your strengths and weaknesses, and determine what matters most to your members. This survey also allows you to discover small problems and correct them before they become big ones.
- Conduct a community needs assessment. This assessment will help you better identify unmet needs in the community and determine which club projects and programs are important to the people you serve. Discovering new service opportunities can help you find potential new members and help explain why you need them.
- Participate in the Club Quality Initiative (CQI), a fun and interactive workshop designed to help clubs align their efforts with the Global Membership Approach. The CQI will help your club locate tools and resources in order to help it achieve its full potential through a strategic process focused on revitalizing clubs with new members and re-motivating existing members with fellowship and exciting service.

Use the results of the How Are Your Ratings? survey and the community needs assessment to answer the questions below.

1. What do you want your club to be?

- What does your club want to focus on?
- What do your members want your club to be?
- How do you envision your club next year? Five years from now?

2. What do you want your club to accomplish?

- What types of service projects does your club want to conduct?
- How often?
- Where?

3. What are your goals?

Use the recruiting goals form in this guide to define your club membership goals. Be sure to consider how new members will fit in with your objectives.

• Why does your club want new members?

Before you begin inviting new members, it is important to identify why. The answer should be clear, tangible and relevant, not simply “for more service.” For example: “If we had three more members, we could pack 100 more lunches for the homeless each month.”

When you are recruiting new members, be sure to tell them what the club can accomplish with their help. This will help set clear expectations and ensure the satisfaction of those new members.

• What benefits can new members bring to a club?

Once your club has decided who they will recruit, conduct additional research on your prospective members. Recognize where these people can be found in the community and using social media channels to learn about events or other groups to which they belong.

• How do we engage with these prospective new members?

While club members work on cultivating relationships with prospective members through social media, participate in local events, inviting them to your club's service projects and projects that support specific community causes. Explore the Recruitment Engagement Profile templates for recruitment and service idea to see if they correspond to the target audiences you're attempting to recruit. Consider using the Lions International service project planners for our five global causes.

• Who will we recruit?

Determine which individuals or community members you want to join your club. Ask all your members to consider individuals in their immediate network for the greatest possible reach.

Here are some additional tips:

- Consider using lists that have already been compiled. Look at organizations or businesses that share common interest with your club.
- Hold a brainstorming session with your club members. Ask each member to write down the names of three businesses or organizations that focus on the same areas in which your club does service. Examples could include your local chamber of commerce, community centers, pediatric hospitals, food banks or an NGO charitable organization.
- Use the Recruiting Wheel at the end of this guide to help your members think of people who may be interested in joining the club. Use the build a Lions network form in this guide to collect the information. Be sure any list includes either a physical address or email address, depending on your club's method of sending out invitations. Phone numbers are a plus for follow-up purposes.
- Develop recruitment profiles and approaches to engaging particular community groups to attract prospective members to join your club. See examples in the back of the guide to help you, along with a blank recruitment profiles template.
- Make personal visits to local businesses and offices. Speak with business owners or managers about their interest in joining and ask for their permission to speak with their employees. Use the conversation flow chart in the back of this guide for suggestions on how to invite members.

⇒ When you want to know something about a business or organization, most of the time you look at their website. What will people find on yours?

- Use the Club Locator tool on the Lions International website to find your club. (If you don't have a link listed, make sure the club secretary has been given permission in MyLCI). Click on your club's link. What does it look like? Is it informative? Easy to use? Does it represent your club well? Make sure target members find an attractive club website filled with current information, including meeting notices, a calendar of events and service project description with pictures.

Did you Know?

Lions International has many resources available to support your club. Contact the Membership department at membership@lionsclubs.org or go to the Lions International website. The resources mentioned in this guide can all be found at lionsclubs.org/MembershipChair.



Step 3: Build a plan

Developing and implementing your club growth plan

The club membership chairperson should take the initiative in developing the plan. Include action plan, completion dates, and assign tasks to each goal. This guide's club growth plan form and action plan form can be used as a template.

Share your plan with the members of your club once it has been completed. Assign each task to a different Lion or to your club's membership development team and check in with them as needed to offer assistance and ensure the plan stays on track.

Reaching out to your target members

The club membership outreach team should take the lead on this. When recruiting new members, it is important to ask them what they think is important when it comes to volunteering. Can you club fulfill their wishes and needs? If they are not the right fit for your club, consider having your club serve as a parent club for a club branch that these new members would be able to work in, or helping them start a new club entirely.

There are many ideas for reaching out to target members. Lions International has developed a script for recruiting. The script is most effective when it is adapted to your own personality and when you speak from the heart.

- When recruiting, always ask, "Has anyone asked you to join the Lions club?" If the answer is "no," ask them if they are interested in giving back to or serving the community in some way and then talk about your club and its service. If the answer is "yes," find out why they didn't join and see if they are willing to try again or share the names of someone who might be interested.



- If you are making personal visits to local businesses and offices:
 - o Do not wait more than 10 minutes to speak to someone. Your time is best spent contacting multiple prospects. Instead, ask if there is a convenient time to meet.
 - o If asked what your visit is regarding, simply say that you are recruiting for a Lions club in your community and only need 3-5 minutes of the person's time.
 - o Take cues from the offices. You can tell a lot about a person by looking at décor on the walls of their office. Do they have a family, a hobby or a humanitarian interest? Often awards, pictures and other items in their office can provide such clues.
 - Limit the material you carry. Only bring an invitation to the informational meeting or to a service project. Otherwise, the prospect may ask you to leave information for their review. However, if they are too busy to speak with you, are they likely to read the material? Explain that more materials will be available at the meeting. If you leave information, or if they would like time to consider it, get their contact information and follow up with them, preferably in person.
 - Always be positive. Remember, you are providing the opportunity to change their lives, not selling a product! If prospects do not appear interested, thank them for their time, ask for a referral and move on. An irritated individual will not join and have only negative thoughts of Lions.

Where and when will we recruit?

Decide what recruiting activities best fit your club and community. The membership committee should take the lead in this area and prepare the materials to use. Here are some recruiting suggestions:

- Hold an informational meeting. Invite your target prospective members and conduct a short program to let people know what your club does and who they are. Serve light refreshments and be sure Lions are available to talk one-to-one or in small groups.

- Sponsor a community event or set up a booth at a special event. When recruiting at an event, prepare a standard 30-second to two-minute speech about your club and its impact in the community for your members to use. If target prospective members are interested in learning more, be sure to gather their contact information so you can follow up, and direct them to your club website or social networking sites so they can learn more. If you have an informational meeting scheduled, provide an invitation containing the location, date and time to those who show interest.
 - Invite target members to a service project. Be sure to have Lions available at the project to speak with target members and answer questions, as well as providing service!
 - Visit the Lions Learning Center using your Lion Account login information to find online communication training courses to support your recruitment efforts.

What materials will be recruiting with?

Prospective members will want to see information about your club and the association. Before any active recruiting begins, make sure to update your club's website and any social media presence, and have current materials ready.

Lions International offers a wide variety of recruiting materials that explain membership and talk about the association. Publications can be downloaded from Lions International website and print materials can be ordered via email by contacting the Membership Division at membership@lionsclubs.org.

The Lions International website also offers customizable materials for clubs. You can download the Club Brochure Template or Be a Lion Brochure at lionsclubs.org/MembershipChair and use them to create personalized materials for your club.

Review you club growth plan

Regularly review your goals and your schedule to ensure you are on track. Adjust the timeline and goals as necessary.

How should your membership development team promote your informational meeting and activities?

Informational meetings are intended for Lions and target prospective members to meet and build interest in joining your club.

- Ask each member of your club to bring one non-Lion to an informational meeting. Encourage membership by letting them know that the first person they ask might turn them down, but eventually someone will be interested.
- Use lists of target prospective members to prepare invitations. Send invitations by postal mail or email. Be sure the invitations include your club's website and any social media sites. Make it clear that invitees are welcome to bring others who may be interested.
- If sending the invitation by postal mail, include RSVP information. Consider following up by telephone if invitees don't reply.
- If sending the invitation by email, consider using a site that allows users to RSVP online. Also consider following up via telephone if you don't receive replies.
- Consider placing an ad promoting your meeting in a local newspaper or in a newsletter or magazine directed to your target members.
- Make a list of community organizations or groups that you would like to invite to speak at your club meeting to inform club members and prospective Lions about the various service opportunities available through your club.

⇒ Tips for planning a great informational meeting:

- o Hold the meeting at the same time and day your club normally meets.
- o Serve light refreshments such as cookies and soft drinks, not a full meal.
- o Have a short (one hour or less) prepared program focused on your club's goals. Be sure to give an overview of Lions activities and membership benefits. Emphasize your club and discuss its service, leadership development, networking and family involvement in your presentation.
- o Use your program to create the agenda.
- o Communicate the date, time and place of your regular meetings and let the target members know they are welcome to attend.
- o Have members of your club available to speak one-on-one or in small groups while enjoying the refreshments.
- o Fully explain the cost of joining your Lions club. Be sure to include international, multiple district, district and club dues and explain what the money pays for each type of dues.

Host the informational meeting

Use the meeting to show your target members what is special about Lions and your Lions club.

Before the meeting:

- Call or email target members who indicated they would attend to remind them of the date, time and location. Remind them they are welcome to invite their friends, family or other community-minded individuals who might be interested in joining.
- Have an agreement from your board members ensuring they are willing to accept the potential new members.

At this meeting:

- Set the room for fewer people than you have invited since a few “no-shows” are common. Have additional chairs available in case more people attend.
- Dress in a professional manner but do not wear a Lions vest or too many pins. Research shows the customs are better introduced at your new members’ orientation, not at the informational meeting.
- Personally welcome each participant.
- Start the meeting on time. The meeting should not last longer than 60 minutes.
- Follow your agenda as closely as possible.
- Explain to your target members what your club does and why you need them. It is best if you can show pictures or video from service projects. Talk about the outcome of your club’s project and the impact they have had on people’s lives.
- Provide accurate estimates of the commitment of time and money to be a member of your club.
- Ask attendees to suggest new projects for your club. Ask them to think about what role they would like to take in these projects.
- Distribute membership applications and, if possible, collect them with the entrance fee before the target members leave the meeting.

Follow up with meeting participants

Follow up with any target members who attended then informational meeting but did not fill out a membership application. Have your outreach Lions coordinate the follow-up. Be sure to assign someone to each name and request an update at the next meeting.

- Contact the participants to thank them for their time. Confirm their interest and invite them to attend your club’s next meeting or a service project. Encourage them to bring someone who may be interested in joining the club.
- Make follow-up contact by phone, email or letter within 48 hours of the meeting.



Step 4: Building success

Celebrating and welcoming new members

While engaging members and evaluating your club's membership experience, remember that recruiting is the responsibility of every member of your club. However, now it's time to celebrate and welcome your new members.

Conduct a new member induction ceremony

An induction ceremony is the symbolic beginning to a member's service as a Lion and is key to lifelong retention of a member. The welcoming Lions should plan these activities using Lions International's New Member Induction Ceremonies Guide.

Be sure to order a free New Member Induction Kit from the Lions Shop for each new member.

Offer your new members orientation and mentoring

It is critical for new members to feel welcome and develop a sense of belonging in their club, so connecting them to other Lions and properly orienting them is important to their success as a Lion and your success as a club.

Orientation: The importance of new member orientation cannot be emphasized enough. Orientation provides a foundation for your new members by helping them understand how your club functions, what their roles will be and the big picture of their district, multiple district and Lions International. Informed new members are more likely to feel comfortable with your club and become actively involved right away. A properly oriented member is also one who is likely to remain in Lions for years.

- Conduct orientation using the "Lions New Member Orientation Guide" within the first three months of membership.



Mentoring: The Lions Mentoring Program helps every member achieve the goal of better serving his or her community. It is a program of personal development to help your members realize the potential of their unique skills and knowledge. This program prepares them for leadership in Lions and in their personal lives, as well. For Lions International, this means more hands and better service for the people who need it most.

- Lions International suggests that level one of the Basic Mentoring Program be completed during the same time period as orientation. The “New Member Orientation Guide” closely follows the goals and activities required for completion of level one of the Basic Mentoring Program.
- New members should be offered these programs through their sponsors. Sponsor should contact their Global Leadership Team district coordinator for information about these programs, as well as training.

What's next? Involve your new members!

People join Lions clubs to serve. After welcoming your new members, it is important to make sure they become actively involved in your club and your service projects to ensure they have a good experience. If new members feel welcome and engaged, and if they are involved in service, they will stay part of the club for a long time.

Members get involved for number of reasons. They enjoy:

- Serving their community
- Being involved with a specific service or cause
- Being with friends
- Becoming a leader in the community
- Being with other family members who are members



Recruiting Goals

Club Name:

Date:

To prepare for new member recruiting, we will:

Why do we want new members?

(Example: If we had 5 more members, we could screen 100 more children for vision problems each month.)

Who are the new members our club wants? Why?

(Example: We want to invite younger members who are 10 years younger than our current age to revitalize our membership and extend the life of our club.)



Action Plan

A well-developed goal is specific, measurable, actionable, realistic and time bound. Complete the template below for each well-developed goal. Be sure to include how you will assess the progress of the goal. If after assessing the goal, you find changes need to be made to the goal or action steps, note these in the alterations section.

| Area of Focus | | | | |
|---|-------------------|---|---------------|----------|
| <div><input type="checkbox"/> Service Activities</div> <div><input type="checkbox"/> Leadership Development</div> <div><input type="checkbox"/> Custom Goal</div> <div><input type="checkbox"/> Membership Development</div> <div><input type="checkbox"/> LCIF</div> | | | | |
| Goal Statement | | | | |
| | | | | |
| Action Step | Responsible Party | Required Resources (team members, technology, funding, etc.) | Date to Begin | Due Date |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Assessment | | Alterations | | |
| | | | | |

Membership Development Team

This team guides your club's recruiting activities and exercises their individual talents to maximize your club's efforts. There are four key roles on this team:

Organizing: Organizing the recruiting program, planning activities and prioritizing tasks.

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Promoting: Creating brochures, recruiting materials and press releases; managing photos; and updating your club's Internet presence.

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Reaching Out: Talking to target members, community members and family members; reaching out and following up with prospective members.

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Welcoming: Conducting the New Member Induction Ceremony, coordinating with new member sponsors to offer new member orientation and the Basic Mentoring Program.

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____



Club Growth Plan

Who will we recruit? (List your club's target members.)

Where and when will we recruit? (Identify locations and times to help reach target members.)

Date for completion:

What materials will we recruit with? (Consider printed and electronic.)

Date for completion:

How will we promote our information meeting?

Date for completion:

How will we follow up after the meeting?

Date for completion:





How to recruit and engage faith organizations

The benefit of including faith organizations in your club

- Like minded individuals that are invested in serving their community
 - Key leaders within their individual and greater communities
 - Invested in the future development of the community
-

Because community is what we make it

- Increase the volunteers available to serve your community
 - Strengthen and connect Lions with existing resources in the community
 - Give back to underserved groups of the community
-

12 months of engagement

- Form partnership around the world
 - Raise awareness to Lions International's global causes around the world
 - Connect with other Lions clubs and faith groups within county or state/province
-

Act now

- Host Lions night at the local churches
- Share information about how Lions can partner to help serve
- Reach out in local church bulletins
- Involve faith leaders in your service projects





How to recruit and engage first responders

The benefit of including first responders in your club

- First responders are high profile members of the community
 - Help to raise awareness within the community
 - Invested in the future development of the community
-

Because community is what we make it

- Deepen the connections between Lions and the community
 - Form relationships with emerging community leaders for decades to come
-

12 months of engagement

- Partner to host home safety nights
 - Fundraise to support the local police and fire department
 - Involve first responders in ensuring safety in Lions service activities
-

Act now

- Host Lions night at the station for first responders
- Share information about Lions causes within the community
- Host a fundraiser for the local fire and police station
- Involve first responders in your next service project



How to recruit and engage health professionals

The benefit of including health professionals in your club

- Health professionals bring a new level of expertise to your club
 - Insight on new treatments and approaches to public health concerns
 - Increase the overall effectiveness of your club's health-related service activities
-

Because community is what we make it

- Provide firsthand medical advice from professionals
 - Improve the overall health of your club and community
 - Provide access to screenings and information to at-risk community members
-

12 months of engagement

- Vision as well as diabetes screening and associated programs within the community
 - Organize health fairs for those at risk of diabetes
 - Host lunch-and-learn events with senior living facilities, schools and the library
-

Act now

- Form a partnership with the local medical facility
- Share information about how Lions are serving the global cause of diabetes
- Invite health professionals to train your club
- Collaborate to build a health resources directory within your community





How to recruit and engage legal professionals

The benefit of including legal professionals in your club:

- Legal professionals can help provide your Lions club with legal counsel
 - Conduct risk assessment on all your clubs service projects
 - Review all partnership agreements with corporate sponsors
-

Because community is what we make it

- Legal professionals can help address logistical issues with government officials
 - Improve the community engagement and partnerships
 - Engage writing policy reform to improve the community
-

12 months of engagement

- Invite legal professionals to inform community on how to prepare for emergencies.
 - Engage with legal professionals on evaluating partnerships, assessments and advocacy
-

Act now

- Invite them to collaborate to write legislation to support new or reform existing laws
- Engage with legal professionals on all contacts and agreements





How to recruit and engage small business owners

The benefit of including small business owners in your club

- Small business owners have access to additional resources
 - They have an investment in the community thrive
 - Personal connection with various range of targeted audiences
-

Because community is what we make it

- Provide insight on the needs of the community
 - Lions supporting and promoting small business owner growth keeps investment local
 - Small businesses invest in local organization and service projects in their community
-

12 months of engagement

- Participate in events with your local chamber of commerce
 - Invite small business owners to sponsor seasonal events done by Lions
 - Partner with local business to invest in service projects and community sports leagues
-

Act now

- Invite entrepreneurs and their employees to a service project
- Support local business owners by seeking out donations for Lions fundraisers
- Engage entrepreneurs by utilizing the services of their local business
- Host an event for small business owners to meet Lion leaders



How to recruit and engage young professionals

The benefit of including young professionals in your club:

- Provide a new perspective on the community's needs
 - Help to club to adapt and use technology to promote the club
 - Expand the existing network of your club to include a new generation of Lions
-

Because community is what we make it

- Young professionals expand the audience Lions serve
 - Innovate the ways members of the community are served by Lions
 - Form relationships with emerging community leaders for decades to come
-

12 months of engagement

- Mentoring opportunities throughout the year
 - Showcase emerging local business and young professionals
 - Empower young professionals' involvement in your club's outreach and leadership opportunities
-

Act now

- Partner with the local small business association to offer mentoring to young professionals
- Share information about Lions causes within the community
- Host a networking event Involve young professionals in your next service project





How to recruit and engage city officials

The benefit of including city officials in your club

- Individuals have direct impact on making change within the community
 - Key leaders within the community
 - Unite service organizations within the community to further the impact Lions have
-

Because community is what we make it

- Increase the awareness surrounding Lions within the community
 - Strengthen and connect Lions with existing resources in the community
 - Enrich existing partnerships and develop new community partnerships
-

12 months of engagement

- Monthly update on Lions' work within the community
 - Raise awareness to Lions' projects within the community
 - Form partnership with local governing body for monthly action
-

Act now

- Include local officials in the club and community needs assessment
- Share information about how Lions can partner to help serve
- Share Lions' service impact on community at community form
- Involve local officials in the planning of next service project

Recruitment profile worksheet

Prepare the information below for your recruitment profiles and approach to engaging specific community groups in order to attract prospective members to join your club.

Target audience:

Area(s):

| | |
|--------------------------------------|--|
| Reason to include them in your club: | |
| How can the community benefit: | |
| 12 month engagement: | |
| Act now: | |



Recruiting wheel

The recruiting wheel is an effective method to compile lists of people who could be invited to join your club. Distribute this page at a regular meeting. For each category on the wheel, have an experienced Lion ask: “Who is the one?”

Example: Who is the one relative you feel would like to contribute to improving the community? Give your members a brief time to think about their choices and fill in the build a Lions network form as thoroughly as possible.



* May include but is not limited to elected officials, school principals, police and fire chiefs and hospital administrators.

** May include but is not limited to doctors, accountants, dentists, lawyers and bankers.



Club Communication wheel

The Communication Wheel is another method for identifying and listing ways to engage with prospective members who may be invited to join your club and to promote club activities. Distribute this page at a regularly scheduled meeting. Have a member of your recruitment team, either the Promoter or Outreach, go over the engagement strategy with the Lions in your club for each category on the wheel.



Build a Lions Network

Serving as a Lion is an honor. That's why we invite people to make a commitment to our cause.

Research shows that over 40% of Lions joined because a friend was already a member. Do you know anyone interested in joining a Lions club? If you don't know of anyone now, maybe your friends, family or co-workers do.

| | | |
|----------|---------------|------|
| Name: | Relationship: | |
| Address: | | |
| Name: | State: | Zip: |
| Phone: | Email: | |

| | | |
|----------|---------------|------|
| Name: | Relationship: | |
| Address: | | |
| Name: | State: | Zip: |
| Phone: | Email: | |

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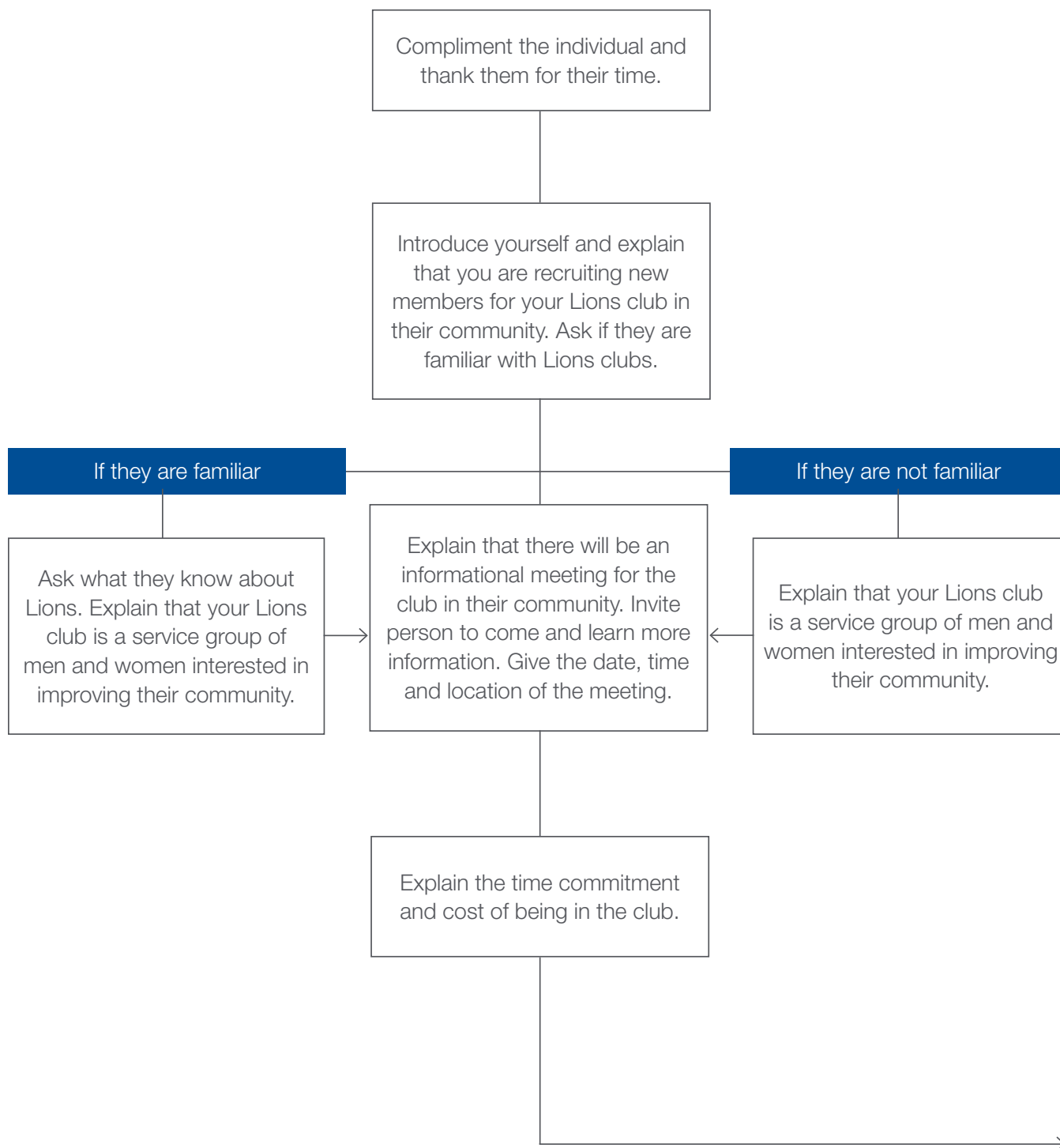
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| Address: | | |
| Name: | State: | Zip: |
| Phone: | Email: | |

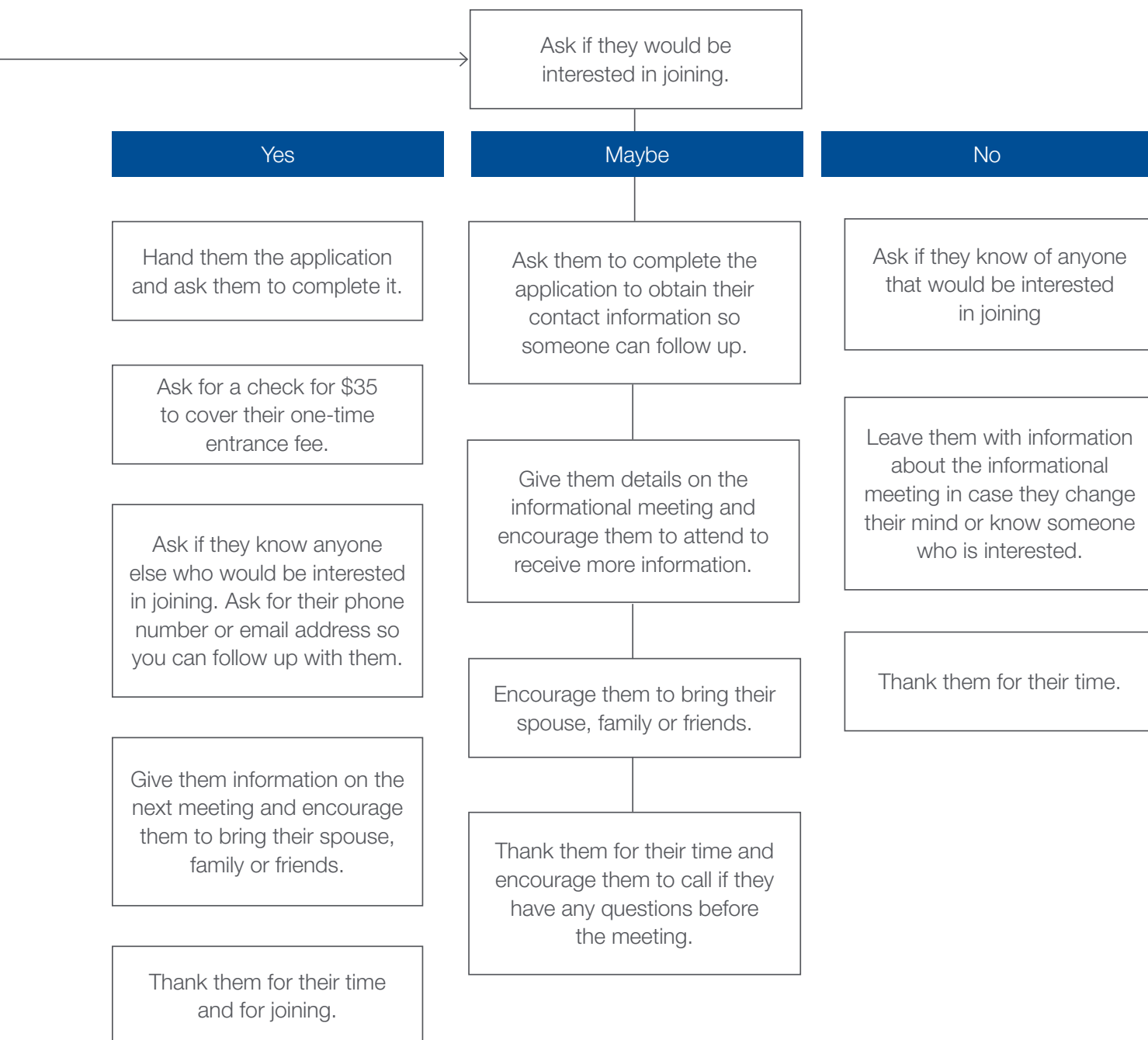
| | | |
|----------|---------------|------|
| Name: | Relationship: | |
| Address: | | |
| Name: | State: | Zip: |
| Phone: | Email: | |



Script for Recruiting

The script below is a guide for talking to prospective members. It is most effective when you adapt it to your own personality and when you speak from the heart.





New Member Questionnaire

Club Name:

Date:

Why did you join our Lions club?

What are you looking for in your involvement with our club?

What personal skills do you have that might be an asset to our club?

What club activities would you like to be involved in?

What ideas do you have to improve our club experience?

What ideas do you have for service projects that we are not currently involved in?

Is there anything else you feel is important?





Lions Clubs International

Membership Division

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