

# Important information about this webinar

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Due to the size of the group, this webinar will begin promptly at 7 PM CST

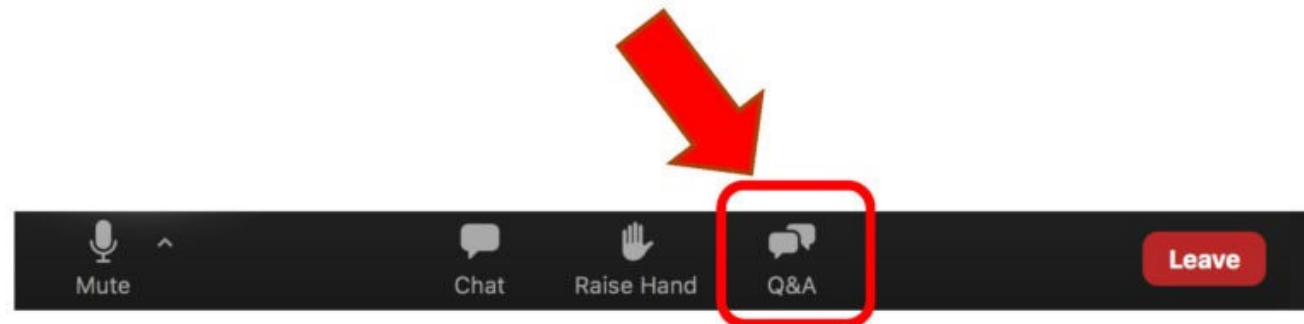
This webinar is being recorded; the recording and PowerPoint will be available afterward.

Your microphone has been muted and will remain so for the duration of this webinar.

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*Download presentation & resources using QR code or link in chat*







# **Expanding our Footprint of Service into New Communities**

## **10 Easy Steps to Success**



Expanding our Footprint of Service into New Communities  
10 Easy Steps to Success

# PID Jerome Thompson

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GAT Constitutional Area 1 Leader  
Host





# Objectives

- Highlight the importance of new club development in your community
- Provide knowledge and understanding on recruitment methods and tools needed for new club formation
- Provide overview of conducting the informational and organizational meeting for a new club
- Provide details on the new club chartering process

# Tonight's Presenters

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**PCC Darren  
VanDuyn**

**1-E GAT Area  
Leader**

MD 1 (IL), 27 (WI), D  
10 (MI)



**PCC Martin  
Alford**

**1-D GAT Area Leader**

MD 14 (PA), 24 (VA), 29 (WV)



**PCC Hilary  
Kumnick**

**1-K GAT Area Leader**

MD 23 (CT), 33 (MA), 44  
(NH)  
D 41(ME), 42 (RI), 45 (VT)



**PCC Matthew  
Huggenvik**

**1-C GAT Area  
Leader**

MD 5 (ND, SD), 5M  
(MN)

# New Club Formation

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Understanding club formation and club formats





# Why Organize New Clubs?

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- Benefit the community
- Provide new service opportunities
- Fulfill unmet needs
- Make a difference
- Rejuvenate membership
- Develop new leaders



# New Club **Types/Formats**

*Our world is ever-changing, and we want the new club to fit the lives of the members.*

## Traditional Club

- Most common Lions Club type
- Ideal for a group of community minded people
- Offer Flexibility and serve a variety of communities

## Campus Club

- College students make an impact on college campus
- Students build valuable leadership skills and business skills
- Students are eligible for student discounts to join Lions Club

## Leo Lion Clubs

- Provide an ease of transition from Leo members to Lions
- Leo years of service can be credited to Lion Club membership
- Special dues discounts available for Leo to Lion entrance fee





# New Club **Types/Formats**

## Club Branch

- Club branch is part of an existing parent club
- Branch club plan is own projects an activities
- Allows a small group of people to start a club (Minimum of 5)

## Specialty Club

- Clubs built on commonalities (culture, skills, interest)
- Club chartering policy and procedures apply as traditional clubs
- Serving opportunities are based on shared interest

## Virtual Club

- Category of club that uses software or multi-functional platforms for meetings
- Club chartering policy and procedures apply as traditional clubs
- Offers a flexible options for individuals who may have limitations (ex. Limited times for meetings, geographic location, limited physical mobility)

# Steps to New Club Development

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# Policy Guidelines



- New Lions Club
  - 20 charter members
  - District Governor Approval
  - Charter fees and certification
  - Sponsor
  - Completed Charter Application
  - Employee Identification Number (US only)
  
- Club Branch
  - Five branch members
  - Elected branch president, secretary, and treasurer
  - Parent Club approval
  - Completed application





# New Club Development Process

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Successful new club development includes the following 10 steps:



# Step One: Determine Areas of Opportunity

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Determining an area for a club is a key component to starting a new club. A community needs assessment can help with determining the best location with the most needs.

## **The following should be considered:**

- Size of the population
- Local project possibilities
- Current service clubs & Community organizations
- Groups of people not being recruited by a Lions Club
- Locations of nearest possible Lions Club
- Communities with young adults, women, ethnic communities and other underrepresented groups

# Step Two: Develop Your Team

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**New club development takes a team effort . Team members should have a passion about being a Lion and a commitment to the entire club formation process.**

**The following Lions are instrumental in the new club process and should be present during the club formation process:**

- District Governor
- Guiding Lion(s) for the club
- 1<sup>st</sup> Vice District Governor
- Members of the sponsoring Lions Club
- Global Membership Team District Coordinator
- Global Extension Team District Coordinator

## **Recruitment Team Expectations:**

- Attend in-person training
- Participate in a minimum of 1 recruitment day
- Attend informational & organizational meeting
- Support new club in all formation efforts



# Step Two: Develop Team- Building Sub-Teams

Sub-teams serve as the team that supports the recruiting in the field. The members should be divided in the following sub-teams:

	Responsibilities
Lead Team	<ul style="list-style-type: none"><li>• Contact Lions' network via phone and email</li><li>• Research key leaders</li><li>• Set up appointments with leaders</li></ul>
Field Team	<ul style="list-style-type: none"><li>• Develop plan for outreach to key community business leaders</li><li>• Visit business leaders and ask them to join Lions or attend informational meeting</li><li>• Post informational flyers in high-visibility areas and at businesses</li></ul>
Ground Team	<ul style="list-style-type: none"><li>• Develop plan for outreach to community members</li><li>• Set up promotion stations in the community</li></ul>
Response Team	<ul style="list-style-type: none"><li>• Conduct follow-up with prospective members</li><li>• Keep new members informed about meeting times and updates</li></ul>

# Step Three - Conduct Site Development Research

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The purpose of site development research is to evaluate the needs of the community, gauge the feasibility of chartering a club and gather other pertinent information about the community. This research should be completed prior to the workshop.

## **The following community leaders and activities should be part of the research:**

- Mayor and other Community Leaders
- Chamber of Commerce Executive Director
- School Administrators (Superintendents and School Principals)
- Officials from Law Enforcement Agencies, Fire Departments, Human Service Agencies, and Business groups

## **Visit Possible Recruitment Locations / Areas:**

- Veterans Meeting Locations
- Churches
- Social Media Ads
- Social/Civic Groups

# Step Four: Promoting the New Club

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**Getting the word out about the new club is important to the successful formation of a new club.**

The following should be a part of the recruitment plan:

- **Who** - potential members
- **Where** - email, social media, district website, etc.
- **When** - informational meeting
- **What** - elevator speech



# Step Four: Promoting the New Club

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Having a great elevator speech is imperative. The speech should last 20-30 seconds, be interesting, memorable and succinct.

## Write the Perfect Elevator Speech in Five Easy Steps

- Step One: Determine Your Goal
- Step Two: Explain Your Solution
- Step Three: Explain What Makes You Different
- Step Four: Close the Deal
- Step Five: Polish and Practice

# Benefits of being a Lion

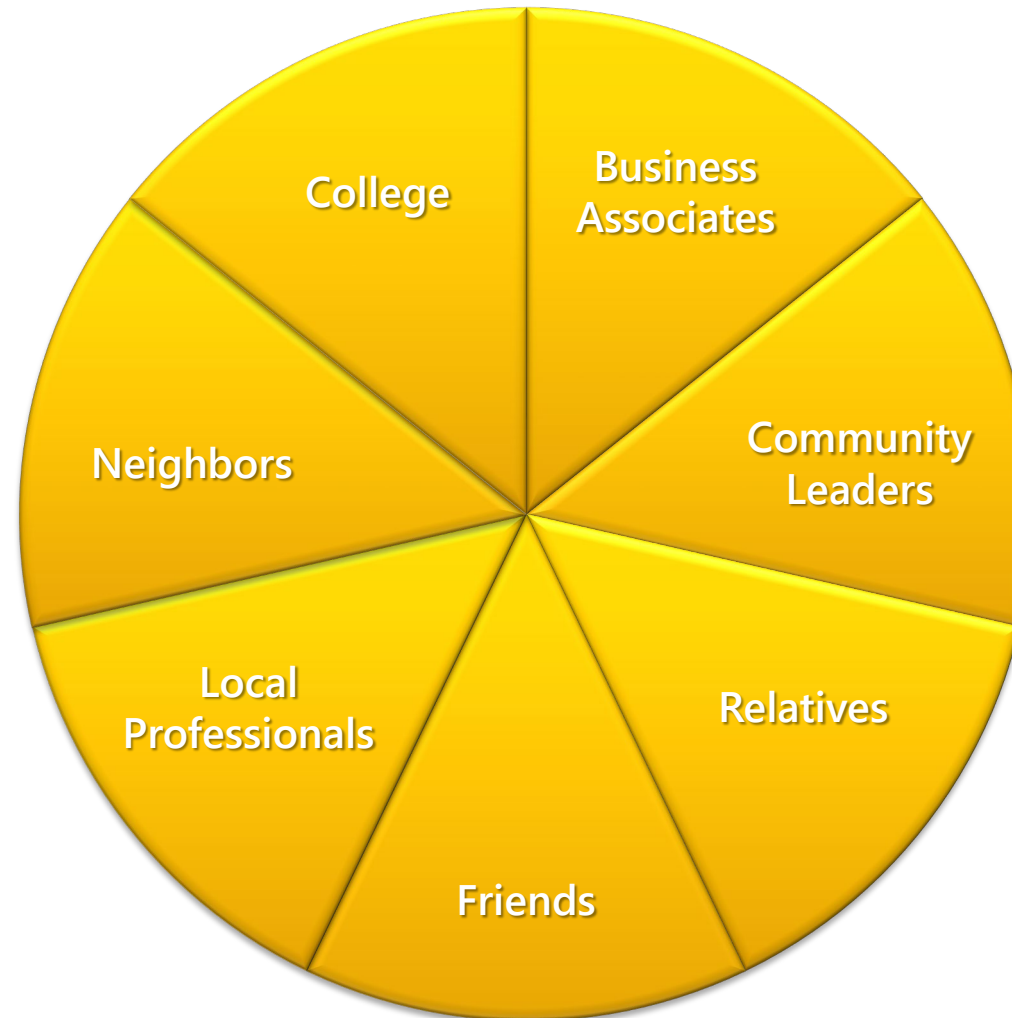
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- Make a difference
- Serve with pride
- Build your network
- Gain Lion credibility
- Develop new friendships
- Show your leadership
- Receive global support

## Step Five: Recruiting Charter Members

Recruiting members is the most vital part to developing a new club.  
**The Recruiting Wheel** is an effective method to compile list of people who could be invited to join the club.





## Step Five: Recruiting Charter Members

### Consider the following sectors when engaging your community:

- Business
- Media
- Schools
- Youth-serving organizations
- Parents
- Youth (Leo Program)
- Law enforcement
- Healthcare professional/organization
- Religious/Fraternal organizations
- Local government
- Civic/volunteer Groups
- Other organizations w/ shared goals



# Step Five: Recruiting Charter Members

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## How will we recruit?

- **Canvassing:** Recruiting community & business leaders by making unscheduled visits
- **Limited Recruiting:** People recommended by other Lions or key community leaders
- **Group Conversion:** Meet with an already established group
- **Group recruiting:** Info tables in targeted community
- **Branch Development:** small group to join existing parent club, but with a focus on specific project.

## Canvassing Recruiting Tips:

- Dress appropriately- No Lions vest
- Start at the top- talk to manager or supervisor
- Don't wait longer than 10 minutes
- Don't carry too much literature
- Obtain clues from their office for talking points
- Ask for referrals

**Tip:** Contact information for club organizers should be given to new members. This could be a business card, label on back of brochure, or flyer. Recruiting materials can be ordered from LCI (link in virtual handouts).

# Step Five: Recruiting Charter Members

Each day, assemble leads gathered from each team and put them in five categories:

Category	Action Taken	Action Needed
Charter Members	Completed an application and paid the charter fee.	Send a letter of congratulations with the date, time and location of the first club meeting.
High-Interest Prospects	May come to a club meeting but did not complete an application.	Send a letter inviting them to the meeting.
Other Prospects	May be interested but could not attend a club meeting.	Keep on the mailing list and contact them following the first meeting with an update on the club's progress. Continue to invite them to get involved.
Possible Prospects	Listed names of people who may be interested.	Determine a time to contact them in person.
Not Interested	Expressed no interest in joining at the current time.	Keep on the mailing list for future projects and events of the new club.

**Tip:** Send a follow up email to everyone with date, time, and location of meeting within 24 hours.

# Step Six: Informational Meeting

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- Set room for few people.
- Dress professionally – no vest
- Name tags for attendees
- Welcoming committee

- Welcome the group and do introductions
- Introduce the Lions present
- Present overview of Lions
- Inform new members of cost
- Ask group to think of projects
- Give next meeting information
- Collect Charter Fees

- Send thank you email to all attendees
- Send follow up email to prospective members who didn't attend
- Post flyers about next meeting
- Send meeting reminders about next meeting

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**All of the above = a strong chartered club!!!**

## Step Six: Informational Meeting

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Conduct an informational meeting using the **Informational Meeting PowerPoint**. Find it here:

[lionsclubs.org/start-a-new-club](https://lionsclubs.org/start-a-new-club)



# Step Seven: Organizational Meeting

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The organizational meeting is where the club members will elect officers and begin planning the first service project. This meeting is set-up the same as the informational meeting.

## Conducting the Meeting:

- Welcome the group and do introductions
- Review project ideas and choose 3 projects
- Explain the club chartering process. Complete the new club application online at MyLCI with club sponsor
- Set next meeting date

**Tip:** The Organizational Meeting PowerPoint is among the resources linked in our virtual handouts



# Step Seven: Organizational Meeting

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The organizational meeting is where the club members will elect officers and begin planning the first service project. This meeting is set-up the same as the informational meeting.

## Post Meeting Follow-Up:

- Set up new club officers' online training
- Encourage new club members to continue promoting club to build membership
- Follow up with individuals who showed interest, but didn't attend meetings

# Step Eight: New Club Chartering

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## Club Names

The following must be considered before naming your new club.

- **Naming of the club-** Club names must be known by the actual name of a municipality. This is a town, city, village or similar officially governmental unit.
- **Distinguishing Designation-** This is used to provide clear identifiers for clubs in the same municipality.
- **Living Individuals-** Lions Clubs cannot be named after a living person.
- **Naming Restrictions-** No Lions Club can add “International” in its name.

# Step Eight: New Club Chartering (continued)

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Now that the club has began meeting, it is now time to submit the application for approval. The following are necessary to submit a new application.

- **Application Submission-** The following titles can start an application in MyLCI:
  - District Governor
  - GMT Coordinator
  - GET Coordinator
  - Coordinating Lion
  - Sponsoring Club President
  - Sponsoring Club Secretary
- **MyLCI Submission-** All applications submitted online using MyLCI from the Lions Member Portal found at <https://MyApps.LionsClubs.org>
- **Club Sponsor-** All clubs should have a sponsoring club or district.
- **Membership Size-** Minimum of 20 members; if under 20, can start as a club branch
- **Guiding Lion-** Club should have a minimum of 1 Guiding Lion identified (max of 2)
- **Employee Identification Number EIN (US Clubs only)-** More info linked in virtual handouts

# Step Eight: New Club Chartering (continued)

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## Fees, Dues and Discounts

It is important that new charter club members understand that there are some fees and dues associated with Lions membership. All are collected by the club and paid to various

- **International Dues-** International dues are \$43.00 and billed to club semi annually (pro-rated)
- **Multiple District (MD) & District Dues-** These may vary and are set locally
- **Club Dues-** Set by club; Club collects all dues from members and pays MD, district, and LCI
- **Entrance fees-** \$35.00 one-time fee paid by all new members (unless noted below)
- **Discounts-** The following are a few membership discounts:
  - **Family-** \$21.50 international dues after 1<sup>st</sup> family member pays \$43.00
  - **Students-** \$21.50 and no entrance fees up through age 30
  - **Transfer members-** \$20.00 if they were in a club over the past 12 months
  - **Former Leos-** No entrance Fee
  - **Leo-Lions-** \$21.50 and no entrance fees up through age 35

# Step Nine: Charter Approval

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Once the club has been approved the following charter activities will take place.

- **Charter materials-** Charter materials will be sent to the District Governor to present during the charter night celebration
- **Charter Night Celebration-** The club should plan with the sponsoring club the date of the charter night
- **Charter members-** All members joining within 90 days of the charter date will be considered charter members

**Tip:** Charter date and charter night date are 2 separate items. The 90 days for charter member status is based off the charter date. If the charter night is after the 90 days, all members joining during the night are consider regular members.

# Step 10: Continued Club Development

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Once established, it is important to continue to develop the club to ensure it remains strong and viable. The following help with club development.

- **Sponsoring Club-** available to provide assistance as needed to the new club. Visit club meetings and provide counsel to new club.
- **Guiding Lions-** Support the club for 2 years.
- **Transition of Leadership-** New club officers will begin to lead meetings, activities, and collaboration with other new club members.





## New Club Development Awards

- **Extension Awards-** Presented to 2 Lions who assisted with the development of the club.
- **District Governor Extension Awards-** Awarded to District Governors who charter one or more club in their district.
- **Family Membership Banner Patch-** Given to clubs who added 10 or more family members at the time of charter.
- **New Club Sponsor Banner Patch-** The sponsoring club receives for chartering a club.
- **Campus Banner Patch-** The sponsoring club receives for chartering a new club.
- **Club Branch Award-** Club branch liaison receives pin for supporting the club.



## Key Points to Remember

- Understanding the needs of the community is the first step to successful club form.
- Building a strong new club support team will help to retain new members and create a healthy club.
- Relationships with community officials and business owners supports club and aids in club promotion.
- A well-planned informational meeting and organizational meeting leaves a lasting impression on new members.
- LCI Program Staff are available to provide support during the entire process.
- Show your passion and have fun building new clubs.

# New Club Development

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Resources



## New Club Recruiting Materials



Order online here!

The list below includes resources that are available both as PDFs and hard copies.

- Better Communities. Changed Lives (EX-511)
- Charter Member Application (TK-188)
- Recruiting Flyer (EX-109A)
- Lions Make a Difference (ME-40)
- Family Membership Brochure (MPFM-8)
- I Am a Lion (ME-37)
- Be Part of Something that Matters Brochure (EX-801)
- Lions Pocket Card (ME-33)



## **Additional New Club Resources**

- **Membership Development Grants**

Multiple districts and districts can apply for grant funds to help support new club, recruiting, and retention efforts

- **New Club Development Workshop**

Your district governor team or district Global Membership Team (GMT) coordinator can request a new club development consultant come to your district to train and assist in forming new clubs.







**Thank You**

**Download Presentation  
& Resources**