



## MEMBERSHIP CHAIR

### Meeting Member Needs... Fun, Flexibility & Service

#### PREWORK:

1. Review the following online materials:
  - a. Club Membership Chair Guide (me44.pdf)
  - b. Member Satisfaction Guide (me301.pdf)
  - c. Just Ask (me300.pdf)
2. 1 week prior to your session, send your club's biggest membership challenge(s) to Global Leadership Team (GLT) Coordinator Mike Keller & Global Membership Team (GMT) Coordinator Tara Vraniak ([lakemck@charter.net](mailto:lakemck@charter.net) & [tvraniak@frontier.com](mailto:tvraniak@frontier.com))

#### FACE TO FACE TRAINING (30 MINS):

1. Questions about prework
2. Responsibilities – p.3 Membership Chair Guide
  - a. General
  - b. Member satisfaction
  - c. Recruitment
3. Scenario Brainstorming - use pre-work input to create scenarios - Examples:
  - a. Meeting attendance/project participation is dropping
  - b. We are having a hard time finding club officers
  - c. Our membership is aging out & we don't have any connections to younger people
4. Resources - handout



Lions Clubs International

# Club Membership Chairperson's Guide



# Introduction

The position of club membership chairperson is important to the health and vitality of your Lions club and its ability to serve the community. This guide will explain your responsibilities, provide tips and introduce available resources to assist your efforts.





Materials can be downloaded from the Lions Clubs International (LCI) website, [www.lionsclubs.org/memberchair](http://www.lionsclubs.org/memberchair), or ordered by contacting the Membership and New Club Operations Department at [membershipoperations@lionsclubs.org](mailto:membershipoperations@lionsclubs.org).

## Preparing for Your Term

Before you begin your responsibilities for the year, take some time to thoroughly understand your position and get organized. The time you invest now will be well worth it through the remainder of your term. Review this guide and the supporting materials mentioned in it. Use the *Planning Calendar* at the end of this guide to lay out your plan for the year.



### Search Terms:

Throughout this guide, you will find this icon and a list of terms. To find more information and downloadable materials, type these terms into the search box on the LCI website.



# Responsibilities

Club membership chairpersons assist their clubs with membership growth. Growth is achieved through new member recruitment and membership satisfaction, which results in members staying and serving longer with their club.

Responsibilities include:

- **General**

- o Form a membership committee and work with them throughout your term.
- o Serve as a member of the zone level membership committee.
- o Coordinate with other club committees to fulfill your responsibilities.
- o Submit the Membership Chairperson Recruiting Report and the Club Membership Satisfaction Report to club officers once per month.
- o Serve on the club's board of directors.

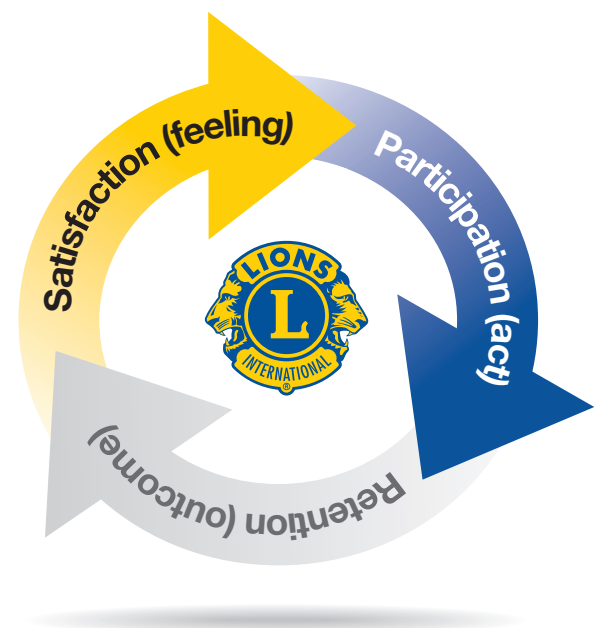
- **Membership Satisfaction**

- o Create a plan for membership satisfaction and present it to the club's board of directors for approval and support.
- o Understand and incorporate membership satisfaction programs.
- o Assist club officers in organizing a Club Excellence Process workshop to examine your community's needs, assess your current membership satisfaction and develop action plans.
- o Improve current club membership satisfaction, conduct an exit questionnaire with members who leave the club.

- **Membership Recruitment**

- o Create a plan for club membership growth. Present the plan to the club's board of directors for approval and support.
- o Understand the different membership types and programs offered by LCI.
- o Encourage the recruitment of new members and promote award programs to the club members.
- o Ensure new members receive New Member Orientation and participate in the Lions Mentoring Program.

Membership satisfaction is the feeling that you want Lions to have by being a member of your club. By encouraging Lions to participate in club activities, they will feel satisfied and the club will retain more members. Remember, retention is simply a result of Lions' being happy with their club experience.



# Support and Guidance

As the membership chairperson, there are many people who will be available to assist you throughout the year. Working closely with your membership committee and your District GMT Team will allow you to receive the support and guidance you need to meet your responsibilities.

## **Membership Committee**

Your membership committee can be structured in the way that best fits for your club's needs; however, LCI recommends the including the following club members:

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

This recommended structure helps clubs make membership satisfaction and growth a priority by putting a unified team together to lead the club's efforts. Because both the previous and future membership chairpersons are involved in the committee, it also ensures that membership efforts flow smoothly from year to year and the sitting chairperson can have an understanding of what has worked and what hasn't for your club.

## **District GMT Team**

The District GMT Team consists of:

- District governor
- First vice district governor
- Second vice district governor
- District GMT coordinators

By working closely with your District GMT Team, you will have access to assistance and advice from experienced, membership-minded Lions. District GMT coordinators are supported by the District Membership and New Club Growth Team and District Club Success Team, which may also be able to offer you support.



### Other Lions Clubs

Clubs also benefit from other clubs by sharing “best practices.” As a membership chairperson, you can more easily increase member satisfaction and reach membership growth goals by utilizing the support network that has been established.

### Lions Clubs International

LCI understands that growing your Lions club is important because of the difference each new member can make in your community. LCI also understands that, along with welcoming your new members, it is important to make sure new and current members are satisfied. This is why LCI provides the following membership communications to assist your efforts:

- **Membership Pulse:** The [Membership Pulse](#) is a quarterly e-newsletter that includes news and information on membership programs and new club formation. Club membership chairpersons automatically receive the Membership Pulse newsletter by email, and past issues can be found on the LCI website by searching for “membership communication.”
- **Membership Success Stories:**  
Visit the LCI website and search for “membership communication” to read stories about how Lions are working towards improving membership within their club or district to help spread the Lions’ mission. In addition, if you have been successful, [we would love to hear from you!](#) Your success story may be just the inspiration others need to get started on their membership initiative.



Search  
Terms:

- GMT Specialists
- Membership  
Communication







## Search Terms:

- Membership Satisfaction Guide
- How Are Your Ratings? survey
- New Member Orientation
- Lions Mentoring Program
- Community Needs Assessment

# Membership Satisfaction

To ensure your Lions club remains healthy and vital, you need to consider the experience and expectations of belonging to your club. If your club members feel welcome, comfortable and are involved in community service, they will remain part of your club for a long time. That is why it is important to keep members engaged by incorporating various [membership satisfaction](#) programs. These programs focus on club co-operation, member morale and enhanced meetings to help get members involved.

## New Member Checklist

Use the following new member checklist to ensure you are welcoming your members and are making them feel like family:

- Have I made the new member feel welcome?
- Have I given them responsibility?
- Have I valued their input, and respected their ideas?
- Have I made them feel like a member of the family?

## Membership Satisfaction Guide

The [Membership Satisfaction Guide](#), along with the following resources referenced in the guide, will help ensure your members are getting the experience they expect from your club:

- [How Are Your Ratings? Survey](#)
- [New Member Orientation](#)
- [Lions Mentoring Program](#)
- [Community Needs Assessment](#)

## Membership Satisfaction Report

Use the *Membership Satisfaction Report* at the end of this guide to track the initiatives you have taken towards membership satisfaction. Submit this report to club officers each month so they are aware of the club's efforts.





# Membership Recruitment

Every club needs members in order to achieve its service goals. New members provide clubs with fresh ideas, new projects and additional ways to make a difference in the community. As club membership chairperson, you will organize membership growth efforts and ensure that goals are being met.

## Just Ask! New Member Recruiting Guide for Clubs

This helpful, step-by-step [guide](#) is designed to direct your club through the process of recruiting new members and effectively managing club growth.

Although the concept is simple – just ask community members to join – this guide will help you prepare an effective outreach plan by leading your club through a four-step process for recruiting new members:

1. Preparing your club
2. Creating your club's growth plan
3. Implementing your club's growth plan
4. Welcoming your new members

## Membership Opportunities

When members are invited to join Lions, share with them the international dues programs and membership categories so they are able to choose the one that fits their situation. The [Membership Opportunities Flyer](#) will teach you and your club members about all of the membership types and categories available.

## Membership Recruiting Event or Invitation Report

Use the *Membership Recruiting Event or Invitation Report* at the end of this guide to track the number of participants at events, prospective member's information and notes or follow-up information about those members. Submit this report to club officers each month so they are aware of the club's recruiting efforts and successes.



Search  
Terms:

- Just Ask! Guide
- Membership Opportunities Flyer



## Search Terms:

- Membership Growth Award
- Year-Round Growth Award
- Membership Key Award
- Member Satisfaction Award
- Chevron Award

# Award Programs

Lions Clubs International offers various membership award programs to recognize Lions and clubs for their accomplishments. As the membership chairperson, it is important that you share the following opportunities for recognition with your club members to encourage them to recruit new members and keep current members satisfied:

- **Sponsorship Certificate:** Lions that sponsor a new member anytime in the Lions year receive a certificate of sponsorship signed by the international president.
- **Membership Growth Award:** Lions that sponsor a member in either October or April receive the Silver Membership Growth Award Pin. Lions that sponsor a member in October and April receive both the Silver and Gold Membership Growth Award Pin. Clubs that add new members in both October and April receive the Membership Growth Award Banner Patch.
- **Year-Round Growth:** Lions that sponsor three or more members during the fiscal year receive the Year-Round Growth Lapel Pin. Clubs that end the year net positive in membership receive the Year-Round Growth Banner Patch.
- **Membership Key Awards:** Lions earn their first membership key by inviting two new members and may earn up to seventeen keys for member invitation. Each key is designed to reflect the number of new members a Lion has sponsored.
- **Member Satisfaction Award:** Lions clubs that maintain 90 percent of their membership or reverse long-term membership loss in a fiscal year receive the Member Satisfaction Banner Patch.
- **Chevron Awards** Beginning at 10 years, and continuing in 5 year increments, Lions are recognized with a Chevron Pin for their long-term service.



## MEMBERSHIP CHAIRPERSON PLANNING CALENDAR

JULY / AUGUST / SEPTEMBER

- \* Participate in Global Service Action Campaign:  
Engaging Our Youth.
- \* Remind your club to Invite and report new members in October to qualify for the Membership Growth Award.

[illegible]

## OCTOBER / NOVEMBER / DECEMBER

- \* Participate in Global Service Action Campaign: Sharing the Vision.

[illegible]

## MEMBERSHIP CHAIRPERSON PLANNING CALENDAR

## JANUARY / FEBRUARY / MARCH

- \* Participate in Global Service Action Campaign:  
Relieving the Hunger.
- \* Remind your club to Invite and report new members in October to qualify for the Membership Growth Award.

[illegible]

## APRIL / MAY / JUNE

- \* Participate in Global Service Action Campaign:  
Protecting our Environment.
- \* Welcome new members to your club on Worldwide Induction Day.
- \* Encourage members to participate in family week.

[illegible]





## CLUB MEMBERSHIP RECRUITING EVENT OR INVITATION REPORT

Club Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

Event Type: ☐ Meeting ☐ Project ☐ Fundraiser ☐ Membership Drive ☐ Member Invitation

☐ Other: \_\_\_\_\_

**Description:** \_\_\_\_\_

\_\_\_\_\_

### **Participants** (if applicable)

Number of Lions: \_\_\_\_\_ Number of Non-Lions: \_\_\_\_\_ Total Participants: \_\_\_\_\_

### **Prospective Members**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Notes/Follow-Up: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Notes/Follow-Up: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Notes/Follow-Up: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Notes/Follow-Up: \_\_\_\_\_

\_\_\_\_\_

**Comments:** \_\_\_\_\_

\_\_\_\_\_



## CLUB MEMBERSHIP SATISFACTION REPORT

Club Name: \_\_\_\_\_ Month: \_\_\_\_\_

The following initiatives have been completed to help ensure club members are satisfied.

- |  |                       |
|--|-----------------------|
| <input type="checkbox"/> Created, reviewed or modified a club satisfaction plan. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a member questionnaire.                       | Date Completed: _____ |
| <input type="checkbox"/> Conducted a former member questionnaire.                | Date Completed: _____ |
| <input type="checkbox"/> Completed the Club Excellence Process.                  | Date Completed: _____ |
| <input type="checkbox"/> Conducted a Community Needs Assessment.                 | Date Completed: _____ |
| <input type="checkbox"/> Conducted a How Are Your Ratings? Survey.               | Date Completed: _____ |
| <input type="checkbox"/> Addressed a reason members leave.                       | Date Completed: _____ |
| <input type="checkbox"/> Other.  | Date Completed: _____ |

**Description:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What was learned?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Comments:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## Lions Clubs International

Membership and New Club Programs Department  
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ME44 EN 6/13





Lions Clubs International



# Membership Satisfaction Guide

*How to keep  
members happy  
and coming back*



# Membership Satisfaction Guide

*How to keep members happy and coming back*

## INTRODUCTION

To ensure your Lions club remains healthy and vital, you need to consider the experience and expectations of belonging to your club. If you went to a restaurant and it did not meet your expectations, would you go back? The same goes for a Lions club!

Along with welcoming your new members, it is important to make sure they begin participating in club activities right away. If your club members feel welcome, comfortable and are involved in community service, they will remain part of your club for a long time.

Research shows that people become Lions for many reasons. The most common are:

- To serve their community
- To be involved with a specific service or cause
- To be with friends
- To become a leader in the community
- To be with other family members who are Lions

How can your club provide the experiences your members are seeking?

Keeping your club efficient, productive and meaningful to your members results in many benefits:

- A club that is vital and a respected part of your community.
- The ability to provide service locally and globally.
- The ability to offer personal and professional growth opportunities to your members.
- A club that provides enjoyable fellowship.

Does your club feel unified, or is it just a collection of individual Lions?

Be sure your club has a club mission statement, objectives and defined goals. Communicate these to your members clearly and openly.

- LCI's Leadership Development webpage offers online [club officer orientation](#), and the [Lions Learning Center](#) offers a goal setting course to help with this process.

If a club is not thriving, it cannot serve.

Lions Clubs International (LCI) has many resources available to support your club. Contact the [Membership and New Club Operations Department](#) at [memberops@lionsclubs.org](mailto:memberops@lionsclubs.org) or go to the [LCI website](#), [www.lionsclubs.org](http://www.lionsclubs.org). Other resources include the utilization of your district zone and region chairpersons, and GMT/GLT coordinators and specialists to assist the club.



Search  
Terms:

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- ☐ Club Officers Orientation
- ☐ Lions Learning Center

If your club has not gone through the Club Excellence Process (CEP), consider doing it now. Every club can benefit from this workshop. CEP can help you determine how the experience of membership in your club matches with the expectations of your members.

A CEP workshop can be conducted in one of two formats: CEP Lite or CEP Pro. CEP Pro is a facilitator-guided workshop, and CEP Lite is a self-guided workshop in which a club member acts as the coordinator.

There are the three major activities in the CEP:

1. Conduct a *Community Needs Assessment*. This assessment will help clubs better identify unmet needs in the community, and determine which club projects and programs are important to the people you serve.
2. Give club members the *How are your Ratings?* survey. This will help identify your club's strengths and weaknesses, and align club activities with the interests of members.
3. Develop action plans to support the goals your club will create in the CEP workshop.



- ☐ Club Excellence Process
- ☐ Community Needs Assessment
- ☐ How Are Your Ratings?

## STEP 1: DEFINE MEMBER SATISFACTION FOR YOUR CLUB

The first step to ensuring your members have a positive experience is to know what they want from membership in your Lions club. Understanding what your members think about being a Lion will help you direct your efforts. Making changes based on your club members' needs and desires is the key to a good experience for them.

You should also decide how your club will measure member satisfaction. Is it more new members who stay for longer than one year? Is it fewer members leaving the club? Is it more members participating in club events and service?

- Members feel involved when you ask for their opinions. Ask your members: Why is the club here? Do our activities demonstrate this? If a non-Lion looked at one year of our club activities, what would they think was important to our club? Remember to check regularly to see if your members' responses change.
  - This guide has a sample *Member Questionnaire* form you can customize and use to collect responses from your club.
- Assess why your members have left in the past. Consider contacting former members of your club to find out why they left. A sample *Former Member Questionnaire* form is also included in this guide.
- Carefully consider whether your club's stated objectives, goals and mission statement reflect what your current members want your club to be.

## STEP 2:

# CREATE YOUR CLUB'S MEMBERSHIP SATISFACTION PLAN

Losing members is an issue for many clubs, but the reasons why members leave are often the same. This guide addresses the five general issues former Lions cited most often as reasons for leaving:

- I. Unproductive meetings
- II. Personal reasons
- III. Membership issues
- IV. Club culture
- V. Service

This guide offers suggestions for easily made adjustments that will encourage your members to remain with your club.

### I. Addressing Unproductive Meetings

Your members need to feel club meetings are a good use of their time. No one likes to feel their time has been wasted.

The most commonly cited responses regarding unproductive meetings were:

- Meetings were unproductive
- Meetings were not enjoyable
- Lions clubs are too hierarchical and formal
- I did not enjoy the Lions customs

How do you improve your meetings? By planning your meetings so members know what to expect.

First, consider if your club even needs to have a meeting.

- What does your club need to do? Just distribute information or discuss what you are sending out? Is the instant feedback from a meeting necessary or desirable for this topic, or would it be better if your members had time to think about it? Do your members need the information right now or can it wait?
  - Consider using cyber meetings, email or other tools to communicate with your members quickly and without the formality of a meeting.

Communicate clearly and often with your members, and encourage them to let you know what they think. The Lions Learning Center offers a course about *Effective Listening* that can help you become a more effective listener who is better able to respond to the needs of your members.



## Before the meeting:

There are 5 questions you need to know the answers to when planning a meeting:

1. Why are we meeting?
  - o Is the purpose of the meeting to conduct club business or for social or public relations reasons?
    - Only include business that is necessary – do not have reports from inactive committees or report information that is not relevant to the meeting topic.
    - Adjust the style of the meeting to your members. Do they prefer formal presentations or active discussions?
2. How long will the meeting last?
  - o Do your members enjoy the Lions customs and traditions? Are there some they might prefer to eliminate? Could the time be more productively used to address club business?
    - Set a realistic time schedule for the meeting, but remember to leave a little time in the agenda to address unanticipated issues.
3. When are we meeting?
  - o A different time or day might increase attendance.
4. Where are we meeting?
  - o Consider a new place for your meetings. A different space could bring a new perspective. Even arranging the room differently can have an effect.
5. What do we want to accomplish by the end of the meeting?
  - o Distribute an agenda and supporting materials (such as financial reports or last meeting minutes) to let your members know what will be covered prior to the meeting. Include an item for members to bring up any ideas or concerns that have arisen since the last meeting. Be flexible in order to allow your members' thoughts and opinions to be heard.

With the answers to these questions, you can organize a productive meeting, develop your agenda and prepare any materials you need. The [Lions Learning Center](#) offers a course titled *Managing Meetings* to teach you meeting management strategies, effective meeting preparation and meeting facilitation.







The next step is to inform your members about the meeting:

- Send invitations/reminders through email and/or your usual club communications. Be sure to include the agenda and any supporting materials so your members can review them before the actual meeting.
- If your club has ground rules for conducting meetings, be sure these are available on the club website and distributed to your members. You might even reference them by stating “discussion as permitted by club rules” by specific agenda items.

Other thoughts for planning a meeting:

- Is a meal necessary? Will light refreshments or beverages be sufficient? Can your members bring their own meal if they prefer?
- Does your club want to have a program at every meeting?

Once the meeting begins:

- Keep to the schedule and end on time! Your members’ time is valuable to them so respect it.
- Follow the agenda. That is what your members have planned for and are expecting.
- Follow the club’s rules for meetings.
- Present top-level information. You have already given your members the details with the agenda and supporting materials so those who want details have them.
- Note the time, place and purpose of upcoming meeting(s).

After the meeting and between meetings:

- Use technology to communicate – your club’s website, blog, email and social media all quickly and efficiently deliver information to your members. Communicate with your members consistently and always follow-up as promised. Use the [Lions Online](#) publication for ideas.

There are 5 questions you need to know the answers to when planning a meeting.



- ☐ Lions Learning Center
- ☐ LION Magazine
- ☐ Lions Online

## Meeting Programs:

Would your club prefer to have programs as events separate from business meetings?

- Consider presenting appropriate programs to the community for public relations purposes and/or to showcase the club to new potential members.
- Programs related to your club's service goals could be presented as a community educational event. Your club could invite people who receive the service or who provide related services.
- Sponsor a networking event. Your club organizes a space, promotes the event and invites local business owners and professionals to meet and exchange information.
- Think about having a social meeting in a public place. This can be fun for your members and good public relations for your club at the same time. Maybe a park, zoo or bowling alley? If your club sponsors, or is connected with, a particular venue that would be a logical choice.
- Once in a while, replace a scheduled meeting with a public relations event in the community. Design your event to appeal to your target members.
- Look at the LCI website, [LION Magazine](#) and other Lions publications for ideas that have been successful for other Lions clubs.

## II. Addressing Personal Reasons

When a Lion leaves for personal reasons, something in their lives has changed and their Lions membership became a lower priority in their lives.

Your members' lives change. Does your club adapt to the needs of its members? Not every change can be accommodated, but some may only require small adjustments to keep your members a part of your club.

The two most common responses in this category are:

- Being a member required too much of a time commitment.
- The dues were too expensive.

### Time commitment:

If members don't enjoy being a Lion, they will see it as just another obligation. Here are some issues to consider:

- Is the time your club asks for used well? After a 1.5 hour meeting, do your members feel they could have done the same things in 45 minutes?

- Is the perfect attendance requirement necessary, especially if your club has an active, updated website and other social networking sites? Or can it be eliminated to add flexibility to your members' schedules?
- Are your meeting times convenient for most of your members? Consider holding meetings at alternating times – one meeting in the evening and the next at lunch.
- Is your meeting location central and easily accessible, or does it add a significant amount of time for your members to travel to and from the meeting site?
- Think about creating a [club branch](#) that meets at a different time but otherwise participates with your parent club on projects and fundraisers, or maybe a [cyber club](#) branch or committee that meets online but actively participates in your events.
- Start or promote family programs like a [Cub club](#) if child care is an issue for your members? Maybe an [Alpha Leo](#) club if teen issues are distracting parents?
- Does your club allow members to participate in selected activities, or is participation in every club activity required?
- Does your club respect the time your member has to volunteer?



- ☐ Club Branch
- ☐ Cub Club Program
- ☐ Cyber Clubs
- ☐ Family Membership Program
- ☐ Leo Club Program
- ☐ Leo to Lion Program
- ☐ Student Membership Program

### Addressing Expense:

Money is an issue for most people. Do the dues seem too expensive because your members feel they do not get value for the money they spend, or is the amount simply more money than they can budget in their circumstances? Consider the following:

- Look carefully at your club's dues. Might more members stay with the club if it was less expensive? Could that offset a reduction in club dues?
- Would costs decline if you eliminated a full meal at every meeting? Maybe have meals only at designated meetings or have refreshments instead of a meal, or consider an optional meal after the meeting concludes.
- Could a different meeting place cut costs?
- Think about shifting the cost of some club activities from fully sponsored by the club to a fee for participation or to partially sponsored by the club.
- Inform your members about appropriate LCI programs that can decrease the cost of being a Lion. [Student](#), [Leo to Lion](#) or [Family Membership](#) programs can all reduce international dues for qualified Lions. Consider a reduced dues program at the club level as well.
- Could a Cub club program eliminate child care costs for members while they attend meetings or events?



- ☐ Campus Club Program
- ☐ Champions Lions Club
- ☐ Club Branch
- ☐ Cub Club Program
- ☐ Family Membership Program
- ☐ Leo Club Program
- ☐ Lioness Lions Club Program
- ☐ Lions Learning Center
- ☐ Lions Quest Clubs
- ☐ New Member Orientation
- ☐ Special Interest Clubs
- ☐ Young Adult Recruiting Guide

### III. Addressing Membership Issues

The most common responses related to membership issues are:

- Not enough younger members
- Club did not encourage the participation of my family
- Club did not treat women fairly
- I was unable to network for my own professional development

A key to a healthy club is willingly and actively trying to encourage diversity of membership. The [Lions Learning Center](#) offers a course about *Valuing Member Diversity*.

- Evaluate your club's current projects and opportunities. Are there new projects your club would like to develop that could attract new members? For example, developing a networking event could promote your club to prospective target members and provide opportunities to your current members as well.
- Utilize the [Young Adult Recruiting Guide](#) to learn how to invite younger members into your club.
- Creating family programs like a [Cub club](#) or a [Leo club](#) allows your club to involve members' children and grandchildren, and may encourage younger target members who have children to join.
- Some younger members may be caring for parents or older relatives, as well. Make these family members feel welcome in your club, and emphasize family involvement to encourage these members to join or remain with your club.
- Think about committee and project leadership roles as a training ground for new leaders. Younger members and women can use these opportunities to develop leadership skills.
- Examine your club's requirements for filling leadership roles. Are the prerequisites rigid or flexible enough to allow a variety of members to fill these roles?
- Can your members select a level of involvement that suits their lives at that particular time, and adjust as necessary? Flexibility is key to attracting and keeping younger members.
- Use LCI's [Member Orientation](#) resources so your new members fully understand what Lions has to offer throughout their membership.
- Make families welcome at service projects. Are there roles children can fill while their parents serve?

Encourage your new members to invite others as soon as they are comfortable doing so. Also consider trying to welcome your new members in small groups of 2-4 people. New members generally find common ground and fellowship with other new members.



Take advantage of LCI's [Club Branch Program](#) to gather small groups of new Lions:

- Sponsor a [campus club](#) branch at a local school, college or university.
- If your club has or knows of former Lionesses, create a [Lioness Lions club](#) branch.
- For [family members](#) who prefer not to serve together, create a family branch. This allows separation while allowing members to take advantage of the family dues reduction.
- A [special interest club](#) branch is based on a shared special interest. [Champion clubs](#) support Special Olympics and [Lions Quest clubs](#) are based on the desire to see children succeed.
- Or, simply start a branch composed of members who all ride bicycles, own dogs or cook.



- ☐ Club Officers Orientation
- ☐ Emerging Lions Leadership Institutes
- ☐ Leadership Development
- ☐ Lions Learning Center
- ☐ Member Orientation
- ☐ Mentoring Program
- ☐ Webinars

Branches may eventually convert to new independent Lions clubs or merge into the parent club as desired.

## IV. Addressing Club Culture

A Lions club is the sum of its members. As membership changes, clubs must adjust. The goal is to get your new members involved and keep your current members excited about your club.

The most commonly cited issues with club culture relate to feeling out of touch, or not part of the group.

- Club felt too political.
- Club felt too old-fashioned and stodgy.
- The leadership in my club changed and I did not like the change.
- Clubs are too hierarchal and formal.
- I did not enjoy the Lions customs.
- There were not enough opportunities for us to socialize.
- I had been with the club for a while and started to feel unappreciated.
- I did not feel like I belonged.

Think about whether your club is comfortable for your members.

- Tailor your club's practices to your members – do your current practices help or stifle your club?
- What traditions, customs and club rules support your club's vision of itself? Are the others helpful, or do they get in the way?
- Do your club's activities reflect the club goals/objectives/mission? If a non-member looked at your club activities, what would your club's purpose appear to be? Is that in line with your club's vision of itself and your members' expectations?

Make every member feel that they contribute to your club, and that their contribution is important.

- Respond when members make suggestions or offer input. Always follow up.
- Create opportunities for all members to get as involved as they want to be.
- Encourage new members to explore multiple opportunities within the club. Let them start where they are most excited to be, but be clear that committee participation rotates as part of leadership development.
- Use LCI resources such as [Member Orientation](#) to help your club make new members feel welcome and [Club Officer Orientation](#) get new officers oriented.
- Encourage use of the [Mentoring Program](#) and assign Lion mentors within the club in addition to the new member's sponsor. This provides two points of contact in the club for the new Lion.

Be open to suggestions and adjustments suggested by all of your members.

- Use your club's existing service projects as a source of ideas and guidance on what has worked or not worked well for your club BUT not as a list of "what we must do".
- Make a practice of retaining a review of your club activities as well as the plans. Be open to your members' evaluations of existing ideas and any new ideas for improvement.

Hold joint meetings and joint service projects with nearby Lions clubs. This can generate new ideas and new perspectives.

Encourage each club member to invite community members to join your club whenever they meet someone who might enjoy being a Lion.

LCI has many resources for leadership training: [Emerging Lions Leadership Institutes](#), [webinars](#) and online courses through the [Lions Learning Center](#) are available for ongoing [leadership development](#) for individual Lions.

Make every member  
feel that their  
contribution is  
important.



## V. Addressing Service

Remember that every Lion joined your club because they were interested in providing service. This is the common bond for your members.

The most typically cited responses related to service were:

- Not enough focus on helping the local community
- Club did not provide the types of services that interested me
- Not enough opportunities to serve the community
- Too much focus on fundraising

Make sure your club's goals/objectives are clearly defined and communicated. Your members need to know what kind of service your club does.

- Regularly check with your club to see what sort of service they want to provide. Are your projects tailored to the interests and abilities of today's club members? Is your current service what your members want to do?
- Why does your club do the same projects every year? Is it "what we do" or is the club excited to do them?
- Can you make minor changes to existing service projects to meet your club's needs?
- Could your club's projects keep the same focus but be better tailored to your community's needs?
- Consider the scale of your service projects. Do you have one large annual service event or several smaller events? Which is better for your club? Which is better for your community?
- Think about new projects. Consider a joint project with other groups who share the same objectives.

Your club can create a new service project oriented to a particular interest or community event.

- Consider an [Adopted Service Program](#) or [Global Service Action Campaign](#). These programs have already been successful somewhere in the world.

Look at some new options for service projects. If your club has not completed a [Community Needs Assessment](#), this is a good place to start. This will help you identify the areas of need in your community. LCI has many resources and ideas for service projects that could re-energize your club! Go to the LCI website and review the resources available for [planning projects](#).

Complete [Service Activity Reports](#) for all your club's activities and service projects as a record of what was done and a way for your club to track all of the services you provide to the community.



- ☐ Adopted Service Programs
- ☐ Community Needs Assessment
- ☐ Global Service Action Campaigns
- ☐ Planning Projects
- ☐ Service Activity Reports



- ☐ Lions on the Web
- ☐ Lions Clubs PR Tools
- ☐ e-Clubhouse

## Resistance

When addressing issues by making changes to your club, you are likely to encounter resistance. To minimize it, use the Why-What-When-How process to implement changes:

- **Why** - Clearly explain the reasons for the proposed changes.
- **What** - Explain what your members can expect to see happen.
- **When** - Have a definite starting point for the changes.
- **How** - Outline what you expect the result of the changes to be.

Once the process has begun:

- Encourage your members to give feedback on the changes – and respond to it.
- Consider tweaking new programs if they do not provide the expected results, based on a realistic timeline.

Make sure your club leaders set a good example by accepting and embracing the changes. Make sure everyone is on the same page and build team spirit – you are all heading to the same place!



## Technology

The underlying theme for many of these suggestions is communication. When Lions know what is going on with their club, they feel like they are an important part of the club – not left out. Use available technology to inform your members, promote your activities, and educate your community about Lions and what they do. For example, an online newsletter is faster and cheaper than traditional paper, and can be easily distributed.

Some ideas your club may want to explore if they are not already using these:

- [LION Magazine online](#)
- Email
- Website ([e-Clubhouse](#))
- Social networking
- Newsletters/blogs
- Social invitation sites – send invitations and receive RSVP's and post-event information
- Financial sites for dues, donations and event fees

Choose the tools that work best for your club and are easily kept up-to-date. Be sure to train your members so they are comfortable using the technology.

## STEP 3: IMPLEMENT AND REVIEW YOUR PLAN

Regularly review your plan to see if the results are what your club wants to see. Remember – as your membership changes, so will your plan. New members bring new perspectives and a variety of interests and skills to your club, so utilize their talents.



## MEMBER QUESTIONNAIRE

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Why did you join the Lions club? \_\_\_\_\_

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What current club service project is most important to you? Why? \_\_\_\_\_

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What current club service project is least important to you? Why? \_\_\_\_\_

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What types of new service projects would you like the club to be involved in? \_\_\_\_\_

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What other activities would you like our Lions club to be involved in? \_\_\_\_\_

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What ideas do you have to improve our Lions club experience? \_\_\_\_\_

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What questions do you have about the club? \_\_\_\_\_

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## FORMER MEMBER QUESTIONNAIRE

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Why did you leave our Lions club? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

How long were you a member of our Lions club? \_\_\_\_\_

Did you leave our club or Lions as an organization? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What club service project was most important to you? Why? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What club service project was least important to you? Why? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What changes in our club would have encouraged you to remain a member? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What activities would you have liked our Lions club to be involved in? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What ideas do you have to improve our Lions club experience? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



## **Lions Clubs International**

Membership and New Club Programs Department  
300 W 22nd St  
Oak Brook IL 60523-8842 USA  
[www.lionsclubs.org](http://www.lionsclubs.org)  
Email: [memberprog@lionsclubs.org](mailto:memberprog@lionsclubs.org)  
Phone: 630.203.3846



Lions Clubs International



# Just Ask!

*New Member  
Recruiting Guide  
for Clubs*

# Just Ask!

## *New Member Recruiting Guide for Clubs*

### INTRODUCTION

*Just Ask!* is designed to guide your club through the process of recruiting new members and effectively managing club growth. The strength of your membership and the health of your club will determine your ability to do what all Lions love to do – serve. So keep in mind that 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 you are successful when you’re ready to ask.

*Just Ask!* will lead your club through a four-step process for recruiting new members:

1. Preparing your club
2. Creating your club’s growth plan
3. Implementing your club’s growth plan
4. Welcoming your new members

Lions Clubs International (LCI) has many resources available to support your club. Contact the Membership and New Club Operations Department at [memberops@lionsclubs.org](mailto:memberops@lionsclubs.org) or go to the LCI website ([www.lionsclubs.org](http://www.lionsclubs.org)).



#### Search Terms:

Throughout this guide, you will find this icon and a list of terms. To find more information and downloadable materials, type these terms into the search box on the LCI website.



## Assess your club and your community.

To align your club activities with the needs of your members and community, consider these valuable options:

- **Give your club members 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 little problems and correct them before they become big ones. Any issues within your club need to be addressed before bringing new members in.

- **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 Excellence Process.** The Club Excellence Process (CEP) is a fun, interactive workshop designed to help all clubs achieve their true potential. A CEP workshop can be conducted in one of two formats: CEP Lite or CEP Pro. CEP Pro is a facilitator-guided workshop, and CEP Lite is a self-guided workshop in which a club member acts as the coordinator.

CEP helps clubs conduct a *Community Needs Assessment* and the *How Are Your Ratings?* survey, then develop goals and action plans to achieve them. It's perfect for any club that wants to make the most of its membership and service!

# STEP 1:

## PREPARE YOUR CLUB

The first step to inviting new members to join your Lions club is to get your club ready.

- **Decide what 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?
- **Identify what you want your club to accomplish.**
  - What type of service projects does your club want to conduct?
  - How often?
  - Where?
- **Decide what your goals are.** 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 3 more members, we could pack 100 more lunches for the homeless each month."
  - **Who are your target members?** Are they younger members, women, community professionals, parents of Leos, family members or friends? Your club may have more than one target group. Keep in mind that when recruiting new members, it often works best to recruit a group of 2-4 people.



- **Who will help your club recruit?** Although everyone in your club should be encouraged to help recruit new members, a membership development team should be selected to guide the recruitment effort. 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 that like to talk, especially about your club. Encourage them to promote Lions to your target groups and get them on the phone 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. LCI provides training for both orientation and mentoring.



- ☐ New Member Orientation
- ☐ Mentoring



## STEP 2:

### CREATE YOUR CLUB'S GROWTH PLAN

In this step, you will create your club growth plan. Your organizing Lions should take the lead in creating the plan. Include target dates for completion and assign tasks to each goal. The *Club Growth Plan* form included in this guide can serve as a template

Once your plan has been created, share it with your club members. Assign each task to specific Lions, and follow-up with them as needed to offer assistance and ensure the plan stays on schedule.

To help your club, this guide includes suggestions that have worked for other Lions clubs. Feel free to use some of these suggestions or come up with your own ideas.

#### Who will we recruit?

Identify groups associated with your club's target members. For the widest reach, ask all your members to help think of potential sources. Here are some additional tips:

- Consider using lists that have already been compiled. Look at organizations or businesses that share common interests with your Lions club.
- If you conducted a *Community Needs Assessment*, don't forget to ask your contacts to become involved.
- Hold a brainstorming session with your club members. Ask each member to write down the names of three businesses, groups or organizations that focus on the same areas your club does service in.
- Use the *Recruiting Wheel* in the back 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 addresses, depending on your club's method of sending out invitations. Phone numbers are a plus for follow-up purposes.
- Make personal visits to local businesses and offices. Speak with the business owners or managers about their interest in joining, and ask for their permission to speak with their employees about joining.



### **Where and when will we recruit?**

Decide what recruiting activities best fit your club and community. The promotion Lions 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 members and conduct a short prepared 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-on-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 members are interested in learning more, direct them to your club website or social networking sites. 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](#) on the LCI website to find online communication training courses to support your recruitment efforts.

Use the Recruiting Wheel in the back of this guide to help your members think of people who may be interested in joining the club.

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 LCI 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 descriptions with pictures.

### **What materials will we recruit 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.

LCI offers a wide variety of recruiting materials that explain membership and talk about the association. Publications can be downloaded from the LCI website and print materials can be ordered via email by contacting LCI's Membership and New Club Operations Department at [membersops@lionsclubs.org](mailto:membersops@lionsclubs.org).

The website also offers customizable materials for clubs. You can download the *Club Brochure Template* or *Be a Lion Brochure* and use them to create personalized materials for your club.

In addition to printed materials, it is important for your club to have an up-to-date online presence. Before attending an informational meeting or deciding to join, target members will search the Internet for information about your club.

If your club doesn't have a website, use the free [e-Clubhouse](#) tool to create one. The e-Clubhouse provides a preformatted website for even the least Internet savvy. It has a club home page with meeting information, calendar of events, club projects page, photo gallery and contact page. All your club needs to do is add your information. As your club gets more comfortable with e-Clubhouse, you can add more pages. Be sure the informational meeting is listed on your club's calendar!

If your club has any social networking presence, be sure to update those sites regularly and advertise the addresses. Be sure the informational meeting is promoted on these sites too.

Ask your members to include their club activities on their personal social networking pages. The *Social Media 101 Best Practices Guide* includes useful information on social networking and best practices.

For other ideas on how to invite new members and promote your club, check out the *30 Marketing Ideas* brochure.

## How will we promote our informational meeting?

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

- Ask each member of your club to bring one non-Lion to an informational meeting. Encourage your members by letting them know that the first person they ask might turn them down, but eventually someone will be interested.
- Use lists of target 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 by 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.

### Tips for planning a great informational meeting:

- Hold the meeting at the same time and day your club normally meets.
- Serve light refreshments such as cookies and soft drinks, not a full meal.
- 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.
- Use your program to create the agenda.
- 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.
- Communicate the date, time and place of your regular meetings and let the target members know they are welcome to attend.
- Have members of your club available to speak one-on-one or in small groups while enjoying the refreshments.



- ☐ Lions Learning Center
- ☐ Invite Members
- ☐ Club Brochure Template
- ☐ Be a Lion Brochure
- ☐ Club Locator
- ☐ e-Clubhouse
- ☐ Social Media 101  
Best Practices Guide
- ☐ 30 Marketing Ideas



# STEP 3:

## IMPLEMENT YOUR CLUB GROWTH PLAN

### Reach out to your target members

The outreach Lions 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 your club fulfill their wishes and needs? If they are not the right fit for your club, consider helping them start a new club or find a neighboring club to join.

There are many ideas for reaching out to target members. LCI has developed a script for recruiting, which is included in this guide. 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 name of someone who might be interested.
- If you are making personal visits to local businesses and offices:
  - Do not wait more than 10 minutes. Your time is best spent contacting multiple prospects. Instead, ask if there is a convenient time to meet.
  - 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.
  - Take clues from the offices. You can tell a lot about a person by looking at the décor on the walls of their office. Do they have a family, a hobby, a humanitarian interest? Often awards, pictures and other items in their office can provide such clues.
  - Limit the materials you carry. Only bring invitations 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.
  - 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.

Explain to your  
target members  
what your club  
does and why  
you need them.





☐ Membership Application

### 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 that they are willing to accept the potential new members.

#### At the 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 these customs are better introduced as your new members are engaged in service activities. Club customs and traditions should be explained during new member 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 projects 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 that attended the 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 give you names of people they know who may be interested in joining the club.
- Make follow-up contact by phone, email or letter within 48 hours of the meeting.

### **Review your *Club Growth Plan***

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



Make follow-up  
contact by phone,  
email or letter within  
48 hours of the  
meeting.

## STEP 4:

### WELCOME 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 LCI's [New Member Induction Ceremonies Guide](#). Be sure to order a free [New Member Induction Kit](#) from the club supplies shop for each new member.



- ☐ Induction Ceremonies
- ☐ New Member Orientation
- ☐ Mentoring Program

#### Offer your new members orientation and mentoring

It is important for new members to feel welcome and to receive information about your club and the larger association.

- **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 what the big picture of their district, multiple district and LCI is. 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. The mentoring program prepares them for leadership in Lions and in their personal lives, as well. For LCI, this means more hands and better service for the people who need it most.
  - LCI 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. Sponsors should contact their GLT district coordinator for information about these programs, as well as training.



☐ Membership  
Satisfaction Guide

## WHAT'S NEXT?

### INVOLVE YOUR NEW MEMBERS

People join Lions 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 a number of reasons:

- To serve their community
- To be involved with a specific service or cause
- To be with friends
- To become a leader in the community
- To be with other family members who are members

How can your club provide these experiences to all of your members?

Members feel involved when you ask for their opinion. The *New Member Questionnaire* in this guide is a good way to learn what your new members expect from your club and what their ideas are for future club projects and activities. LCI recommends using the questionnaire in this guide as a template to create a customized survey for your club.

LCI has developed a [Membership Satisfaction Guide](#) to assist clubs in providing the best experience they can to their members.





## RECRUITING GOALS

Club Name: \_\_\_\_\_ Date: \_\_\_\_\_

To prepare for new member recruiting, we will: \_\_\_\_\_

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### Why do we want new members?

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

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### Who are the new members our club wants? Why?

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

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## 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.)

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

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Date for completion: \_\_\_\_\_

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

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Date for completion: \_\_\_\_\_

**How will we promote our informational meeting?**

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Date for completion: \_\_\_\_\_

**What will we do in our informational meeting?**

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Date for completion: \_\_\_\_\_

**How will we follow up after the meeting?**

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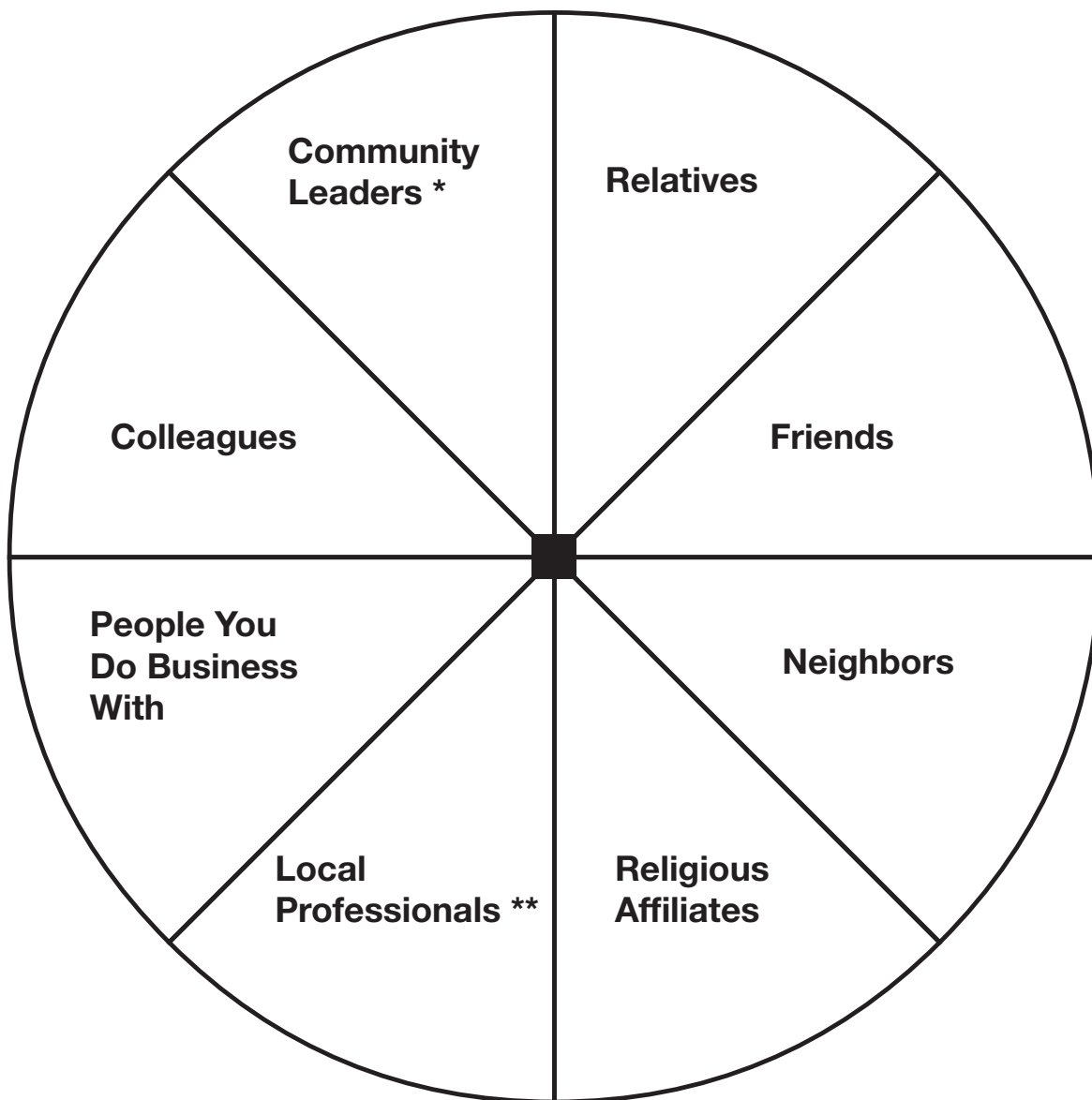
Date for completion: \_\_\_\_\_



## 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 make a contribution to improve 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



## 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: \_\_\_\_\_

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Address: \_\_\_\_\_

Name: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Address: \_\_\_\_\_

Name: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Address: \_\_\_\_\_

Name: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Address: \_\_\_\_\_

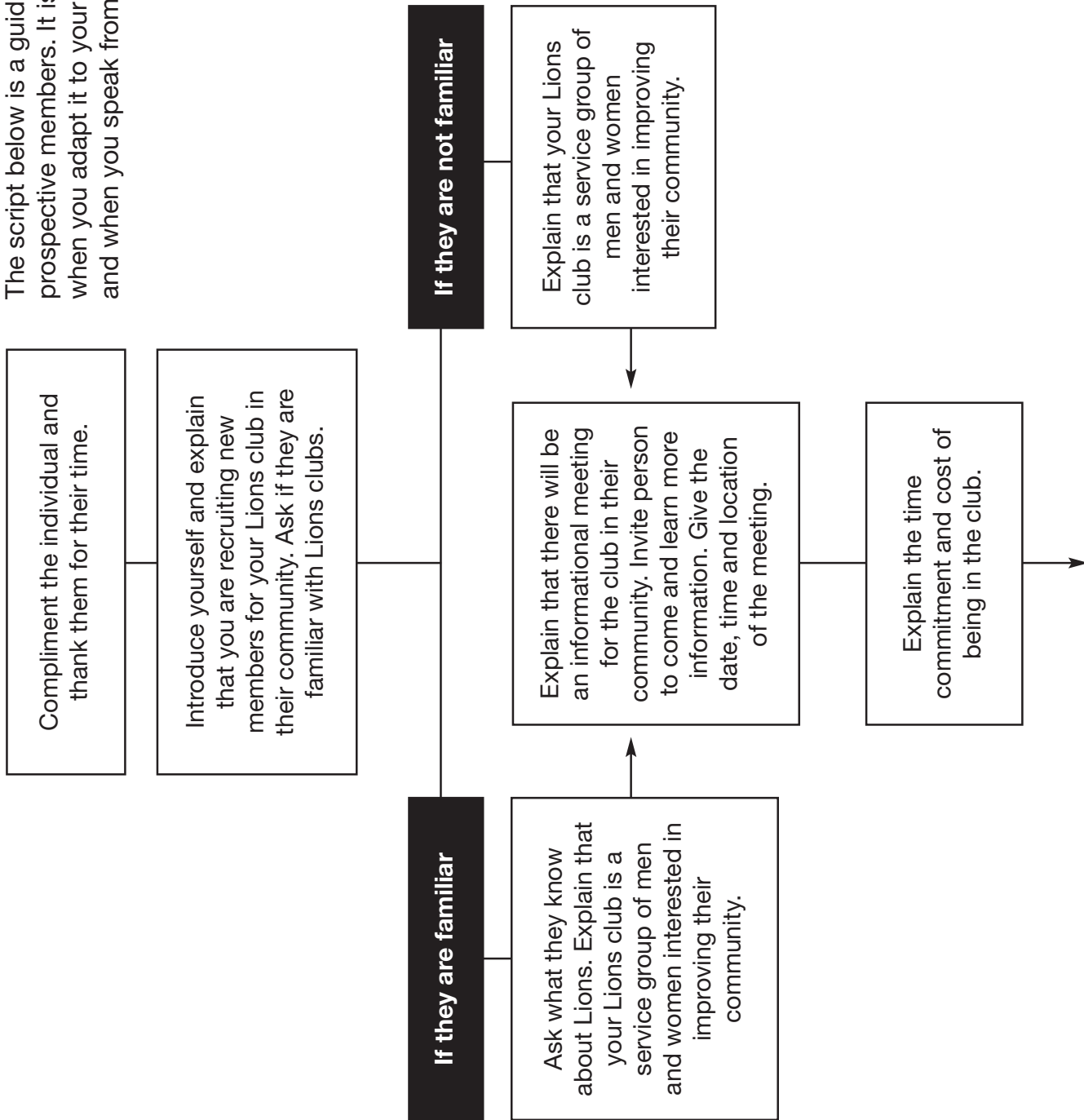
Name: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

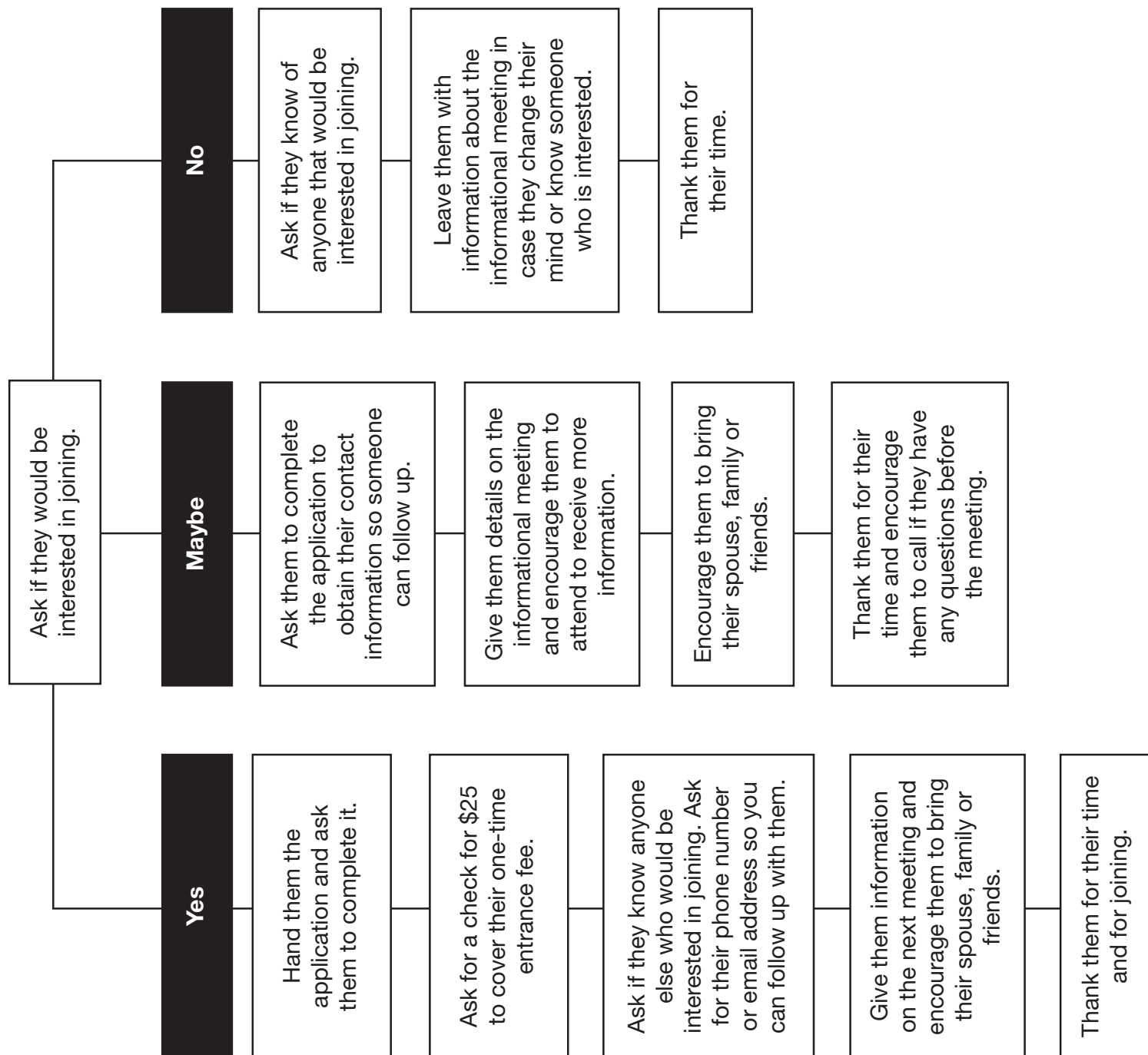
Phone: \_\_\_\_\_ Email: \_\_\_\_\_



# 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**

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