

# FAMILY & WOMEN'S NEWS

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Lions Clubs International

In this Family & Women's News addition, Family & Women's Specialist Karen Sell's shares her 50 Ways to Woo a Woman.

## 50 Ways to Woo a Woman – Member That Is Tips for Doubling the Number of Women in Your Lions Club This Year.

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### Talk to your own women members.

1. Ask every woman to bring in one more woman. They already know women - sisters, friends, neighbors, co-workers, daughters - who would be great Lions.
2. Make sure your members have the information they need. Include LCI brochures such as [I Am a Lion](#) that focus particularly on women.
3. Form a team of women within your club to come up with a new service idea that works for your community, and then get behind that idea this year. If it appeals to your own female members, it is likely to appeal to other women too.
4. Make sure your women members feel good about the club. They are your best sales people. Are they feeling needed? Useful? Are they given a chance to grow their leadership skills?



### Go where the women are.

5. Adopt a school and make sure you are there a lot. Get to know the teachers and let them know you are there to help as needed. Be there to present backpacks, flags and dictionaries in person.
6. Present Lion scholarships at the high school awards assembly. It sinks in way better if the parents see you than just reading that Lions gave some money. Take pictures so you can use them in the next district newsletter.
7. Partner with organizations that include lots of women accomplishing mutual goals, such as a women's business association or a church.
8. Get active with the Peace Poster Contest and make a big deal of choosing and displaying winners at the local level. Those young artists have mothers and aunts and grandmothers who would come to an art show.
9. Take the Germ City hand washing exhibit, or other interactive educational activity, to each school in your district. Send hand washing information home with students from the Lions.
10. Start a branch club in an area where lots of women gather together - in a hospital, medical clinic, big business, government agency, college or school. Reach the women who can't get away for meetings and don't have time to join clubs that meet in the evening.
11. Build a park or playground, perhaps in partnership with a neighborhood association.
12. Take part in a women's health fair.
13. Sponsor little league type sports teams or events, and give more than just money. Make sure everyone knows you are sponsoring the kids. Be there to talk with the parents at the games and sponsor a gathering for the kids at season's end. Let the parents get to know your club.

14. Sponsor Girl or Boy Scout Troops or events. Be mentors and partners and get to know the families. The children also will soon be grown and may someday be good Lions.
15. Visit new upscale retirement communities to explore opportunities. Do they need program speakers for their monthly gatherings? Would they like to establish a branch club to add a volunteer dimension to their many offerings?

### **Bring the women to you.**

16. Put on events that attract women and be sure to have lots of Lions information involved at all stages (i.e. invitations, publicity, during the event and follow up). Possibilities might be a women's personal growth workshop, women's health fair, women's business fair or family services fair. How about a Parents' Night Out with a free movie and popcorn and childcare in an adjoining room?
17. Schedule meeting programs that interest women. You will find that most will be of interest to men too! Make sure women know about the program and make these meetings open to guests and/or the public. Be sure there is plenty of information on your club's activities right there in front of each guest. Capture names and addresses. Follow up, follow up, follow up. Topic ideas include:
  - Women's Health Issues
  - Children's Health Issues
  - Prostate Cancer: What the Man in Your Life Needs to Know Now
  - New District Initiatives (given by school superintendent)
  - Local Chef Shares Secrets
  - Caring for Elderly Parents
  - Business Opportunities for Women
  - Self Help: How to Make your Life Just What You Want

### **Get out there.**

18. Present an award. Ask for public nominations, select a winner or winners, present the award publicly and publicize the award a lot. Ideas: nurse of the year, teacher of the year, women business owner of the year, mother or grandmother of the year, etc.
19. Say thank you. Honor secretaries, nurses, teachers, scientists, business owners, emergency medical technicians, firemen, policemen or any other group that has a national day. Something as simple as a post card saying thanks for all you do, from your local Lions Club, says a lot. Use this as an opportunity to tell them what your Lions club does.

20. Put information where women will see it - on the back of restroom doors in restaurants, in school district newsletters, in doctors' waiting rooms or on table tents at tea rooms.
21. Put your eyeglass collection boxes in businesses women visit - medical clinics, gyms, spas, hair salons, grocery stores - and attach a holder for your club brochures.
22. Ask businesses to post a public service announcement flyer. Topics could be signs of diabetes, flu prevention or protecting children's eyesight.
23. Do something that will gain publicity for your club. Put on a pie baking contest for the public, perhaps with a little twist. The men bake the pies and key women around town serving as judges. You could also collect and donate school supplies or screen the eyesight of children or infants. Whatever it is, be sure to tell the papers about it.
24. Publicize every fundraiser and project. If you fund surgery for a child, make sure people know about it. Many parents are so thankful they will work with you to tell the media how much your help meant. And be sure to tell your story with passion.

### **Stand for causes important to women.**

25. Help at the humane society. Walking dogs gives you a great opportunity to talk to people.
26. Tell the community you are looking for a few good women. Send a news release to the paper, radio and school. Focus on the impact your club has and specific needs for upcoming service projects. Don't ask for members, ask for help.
27. Get tied in with the volunteer center or other places women go to find an opportunity to volunteer. Update your contact information and upcoming projects regularly.
28. Put a Lions logo on your car. Wear your pin every time you go out. People notice.
29. Carry and use business cards with your Lions information.
30. Be ready to tell people what your Lions club does in two sentences, tops.
31. Make it easy for women to find you. Websites. Articles in the newspaper. A flyer at the library. Sign up forms at the volunteer center. They can't join if they can't find you.

32. Talk to the human resource department of large businesses or government agencies. Employees about to retire are looking for something to fill their time. Make sure those human resource departments have your information readily available.
33. Ensure newcomers groups know about your club. Consider making a presentation to them at least once a year.

### **Never miss an opportunity.**

34. Talk to everyone! In the line at the grocery store, at the cleaners or in the break room at work. Some really successful recruiters keep a notebook with them to jot down notes about potential members so they remember to follow up.
35. Identify groups that might be interested in hearing about Lions and offer to come and speak. Groups could include Parent Teach Associations, school boards, senior groups, women's clubs, church groups or the Chamber of Commerce.
36. Sell your message at meals. Spaghetti dinners and pancake breakfasts are opportunities to put out information about your club. Provide something that goes home with each attendee, such as a bookmark or business card, inviting them to attend your next meeting.
37. Appoint one person at every fundraiser and service project who is responsible for providing information about Lions AND talking to people about what Lions do. See a lady sitting by herself at the pancake breakfast? Talk to her. Have parents working beside you at a project at a school? Talk to them.
38. Get names and e-mail addresses of anyone who comes to any event. Always have a registration sheet where prospective members can sign up to get more information about interesting things going on in the community. Then send your newsletter.
39. Stay in touch. People who come to your events are key prospects to help with your next service project. Anyone who comes to a meeting should receive follow up information for six months. This includes your program speakers.

### **Switch it up.**

40. Sponsor a raffle of outrageous items for women. It must be something so good the tickets just sell themselves. This will give you a chance to talk to women.
41. Set up an outing to a sporting event and invite guests, but this time make it a women's team.
42. Host a bowling tournament for women only, or a mother/daughter event.
43. Make your next golf tournament for the girls or add a women's hole-in-one contest. Donate the funds to a cause women will appreciate.
44. Make sure your donations to the high school sports teams go to the girls as well as the boys. The mothers will appreciate your sense of fair play.
45. Sponsor a science fair for the girls in your local schools. Get to know the parents and get good publicity.
46. Sponsor a quilting contest in your community. Consider a Lions theme. You may be surprised at how many men enter!
47. Stay alert for interesting opportunities. Who says you can't form a club branch that focuses on a particular activity, such as a group that sews for foster children, makes lap robes for the elderly or focuses around a group of women who love to hike or bike together.
48. Make a game of it. Divide members into teams for a game of "football," with points for bringing in new members. Losers serve dinner to winners.
49. Have a contest to see whether the men or women in your club can bring in more women guests in a given time.
50. Have a twofer. Set up a special event (dinner, movie night, trip to theater, etc.) where every Lion who brings a woman guest gets in free. It's good to have several women guests at one time to make them all feel more comfortable. (Next month, make your twofer for any Lion bringing a male guest. We don't want to seem like we are playing favorites here.)

### **WE WANT TO HEAR FROM YOU!**

Contact the [Membership and New Club Programs Department](#) with your ideas for how to woo a woman, or share your success story, service project idea or symposium updates.