**Post-Event Communications**

**// \_\_\_\_\_(club name)\_\_\_\_\_ Lions Clubs //**

So you had a great event and got a lot of people excited about starting a new club. Now it’s time to keep them excited about what your club can do for your community—and for one another. You probably also had some people who expressed interest in your event but didn’t show up. It’s important to follow up with them to keep them engaged. Although the follow up will depend on what you have planned next for potential new members, the following communications can help guide your follow up with both attendees and no-shows after the event.

**COMMUNICATION #1—*to those who attended the Lions get-together***

**We recommend sending an email or a text, or following up with a phone call one week after the event.** This is a great way to let attendees know that their participation mattered and that they are welcome in your Lions family. It also further establishes your relationship with potential members.

**Email**

**Subject** **line:** Hope you had a great time at the Lions event!

We’re so glad you joined us for the first-ever \_\_\_\_\_(club name)\_\_\_\_\_\_ Lions Club get-together! We enjoyed meeting you, and hope you got all your questions answered. We’d love for you to join us as we build our new club and serve our community together. We’re planning to meet again at our \_\_\_\_\_(event)\_\_\_\_\_\_\_ at \_\_(time)\_\_ on \_\_\_\_(date)\_\_\_\_\_ at \_\_\_\_(location)\_\_\_\_\_.

Together, we can do some amazing things for our community—and have a great time doing it! If you have any questions, please reach out to me at \_\_\_(phone number)\_\_. Looking forward to seeing you at the \_\_\_(event)\_\_\_!

**Text**

Thank you for joining us for the first-ever \_\_\_\_(club name)\_\_\_\_ Lions Club get-together!

We enjoyed meeting you, and hope you had a great time!

***(Send the message below in a separate text, but right after you send the above***

***message. This makes the information stand out as well as easier to read.)***

I’d like to invite you to our upcoming \_\_\_\_\_(event name)\_\_\_\_\_ at \_\_(time)\_\_ on

\_\_\_\_(date)\_\_\_\_ at \_\_\_\_(location)\_\_\_\_\_. We’d love to see you there! ☺

**Phone Talking Points**

Hi, \_\_\_ (name) \_\_\_! This is \_\_\_\_ (your name) \_\_\_\_ from the \_\_\_\_\_(club name)\_\_\_\_\_

Lions Club. How are you today?

We’re so glad that you could join us for our recent \_\_\_(event name)\_\_\_! Hope you had a good time and that you’re interested in joining us in building our new club. Do you have any questions that weren’t answered?

I’m calling you today to invite you to our upcoming \_\_\_(event)\_\_\_\_\_\_ at \_\_\_(time)\_\_\_ on \_\_\_\_(date)\_\_\_\_ at \_\_\_\_\_(location)\_\_\_\_\_\_. We’ll be \_(describe what you’re doing at event)\_.

Would you like to join us?

Once we become an official club, we’re planning to do a lot of good things for people around town. It will be so rewarding to see how the efforts of our group will make such a difference in people’s lives. And in our own.

Feel free to reach out to me in the meantime with any questions. Thanks, \_\_\_ (name) \_\_\_! And hopefully we’ll see you soon.

**IF THERE IS ANY HESITATION OR RESISTANCE—(Not sure if they will attend/join, etc.)**

*(PERSON SAYS HE CAN’T MAKE IT DUE TO HIS OR HER SCHEDULE)*

I completely understand. Everyone’s so busy these days. How about if I follow up with you in a couple of weeks to see if you can join us for another event? We’re still building our club so we can become an official Lions clubs, and we’d love to have you join us for this adventure. It’ll change your life!

Feel free to reach out to me in the meantime with any questions. Thanks, \_\_\_ (name) \_\_\_\_. And hopefully we’ll see you soon!

**COMMUNICATION #1—*to those who expressed interest initially, but didn’t attend***

***the Lions get-together***

**We recommend sending an email or a text, or following up with a phone call**

**one week after the event.** This is a great way to let potential members know

that you missed them at your event, but that you’d still like to welcome them

into your Lions family.

**Email**

**Subject** **line:** We missed you at the Lions’ event!

We’re sorry you weren’t able to join us at our recent \_\_\_\_(name of club)\_\_\_\_ Lions Club get-together. A great time was had by all, but there are other opportunities ahead as we build our new club! We’d love for you to join us at our \_\_\_\_\_\_(event)\_\_\_\_\_ at \_\_(time)\_\_ on \_\_\_\_(date)\_\_\_\_\_ at \_\_\_\_\_(location)\_\_\_\_\_.

Helping others is such a great way to give back. But we will truly get more than we will give! The friendships and camaraderie that we will build with our new club will be some of the things that I will enjoy most about this special group of people.

Don’t hesitate to let me know if you have any questions. Hope to see you at the \_\_event\_\_!

**Text**

We’re sorry you weren’t able to join us at our recent \_\_\_\_(name of club)\_\_\_\_ Lions Club get-together.

***(Send the message below in a separate text, but right after you send the above message. This makes the information stand out as well as easier to read.)***

But we’d love for you to join us at our \_\_\_\_\_(event)\_\_\_\_\_\_\_ at \_\_(time)\_\_ on \_\_\_\_(date)\_\_\_\_\_ at \_\_\_\_(location)\_\_\_\_\_. It’s a great chance to \_\_\_\_\_(describe activity)\_\_\_\_\_! Hope to see you there! ☺

**Phone Talking Points**

Hi, \_\_\_ (name) \_\_\_\_! This is \_\_\_ (name) \_\_\_ from the \_\_\_\_(name of club)\_\_\_\_ Lions Club. How are you today?

We’re sorry you weren’t able to join us at our recent get-together. Everyone had a great time. But we’d love for you to join us at our \_\_\_\_\_(event)\_\_\_\_\_\_\_ on \_\_\_\_(date)\_\_\_\_\_ at

\_\_(time)\_\_ at \_\_\_\_(location)\_\_\_. We’ll be \_(describe what you’re doing at event)\_.

Would you like to join us?

Feel free to reach out to me in the meantime with any questions. Thanks,

\_\_\_(name)\_\_\_! And hopefully we’ll see you soon!