



Welcome!

New Ideas

Membership Workshop

MD202 Webinar 2

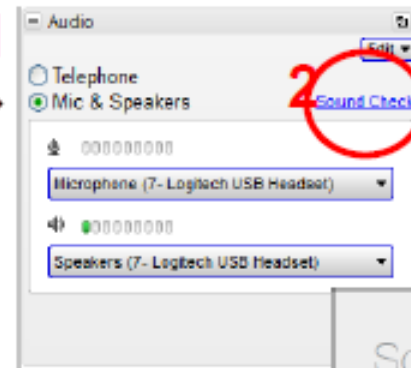
Membership Workshop



While you wait:

Test your microphone and speakers:

1. Select Mic & Speakers
2. Click “Sound Check”
3. There is a tab to check the speakers and one to check the microphone.
4. Click the ‘Play’ arrow under each tab to check your speaker. Under the microphone tab, speak into the microphone to verify it registers. (The audio meters will light up green to indicate that each selection is working.)



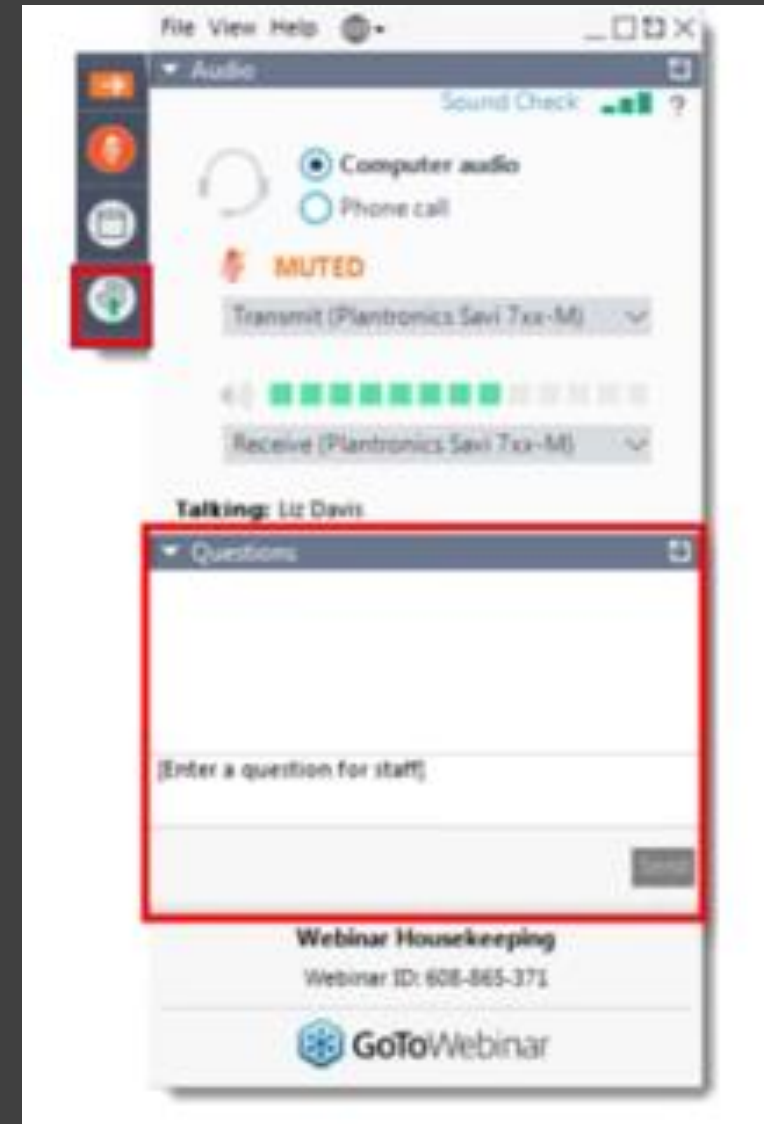
Webinar Control Panel

The webinar is being recorded. The recording will be available to all participants

Your microphone has been muted and will remain so except when comments or questions are invited by raising your hand

Questions can be submitted using the question tab on the sidebar.

You can raise your hand when requested located at the top of the sidebar next to the microphone icon



Membership Workshop



Participant Expectations:

- Participate when asked
- Complete assignments

Membership Workshop



Presenters: Global Action Team MD 202



PDG Wendy Goodwin
202F
Global Service



Lynda Halverson
202K
Global Leadership



PDG Alice McDonald
202M
Global Membership



Membership workshop

The Story so far.....

- Service is what we do
 - We Serve
- Retention is how we stay
 - involved, active and happy Lions.

Virtual Events Center link



<https://www.lionsclubs.org/en/virtual-events-center/events#library>

Introduction to Insights: A Reporting Tool for Your Club: **Recording**

This Lions Clubs International webinar will go through the fundamentals of using social media for your Lions Clubs, including a brief walk-through and tour of Facebook pages and Facebook fundraising.

June 15, 2020

New Club Development Webinar Series: Getting Started Archive: **Recording | Presentation**

Part two of our four-part New Club Development Webinar Series, moderated by PID Jerome Thompson and PDG Rob Hill. Presented by New Club Consultants.

June 13, 2020

MD 202 Membership Webinar: **Recording**

A webinar discussing membership strategies and resources

June 12, 2020

Foundation Fridays - LCIF's Response to COVID-19: **Recording | Presentation**

Learn about updates on LCIF's Response to COVID-19, how your district can apply for an emergency grant, and how you can help LCIF during this unprecedented time.

Questions from webinar 1?



- We will take questions from the June 13th Webinar

Membership workshop – Agenda



- Volunteers
- Recruitment programmes
 - Just Ask
 - PR promo
 - 1 for 10
- New Clubs & Branches
- Specialty Clubs
 - Preparation
 - Go Get 'em

Volunteer

Do good 😊 Feel Good





Volunteering – what is it?

Definition: an activity where an individual or group provides services for **no financial or social gain** to benefit another person, group or organization





Why Should I be a volunteer?

Most of us want to help those less fortunate than ourselves.

We do not volunteer, for the most part, because it benefits us.

We volunteer because it makes a difference.

Short Activity



List all the volunteers activities in which
you participate

What's in it for me?



Self Confidence

Mental Wellbeing

Self Esteem

Social Skills



Happiness

Friendship Bonds

Makes a difference



What Opportunities are there?

- Do I want...
 - ...to make it better around where I live
 - ...to meet people who are different from me
 - ...to try something new
 - ...to do something with my spare time
 - ...to see a different way of life and new places
 - ...to have a go at work I might want to do as a full-time job
 - ...to do more with my interests and hobbies
 - ...to do something I'm good at





Further narrowing your Option

- Would you like to work with people or would you rather work in solitude?
- Do you prefer to work alone or as part of a team?
- Are you better behind the scenes or do you prefer a more visible role?
- How much time are you willing to commit?
- How much responsibility are you ready to take on?
- What skills can you bring a volunteer job?
- What causes are important to you?



Environment
Childhood Cancer

WE NEED YOU

WE NEED YOU

WE NEED YOU

Diabetes
Hunger
Vision

Otari Wilton Bush Seed preservation

This small building, tucked away on site at Otari Wilton's Bush, will be the centre of significant seed preservation projects.

No Sew blankets

Interested in joining the
Karori Lions Club?

Contacts

9am – 9pm

Alice 021525924

Jenny 02111111

Mary 027 1111

Coastal Clean up

Visibility Day

Foodbank Collection

Lions members
are people who
enjoy working
together to
make a
difference

Recent Donations

Wellington Children's Hospital	10000
Mary Potter Hospice	
Camp quality	

Karori Karnival

Garden Trail

Zealandia working bee

Tidy Up Karori

Idea adopted from Winton Lions after previous webinar

Remember:

- Ask questions
- Know what's expected
- Don't be afraid to change
- Enjoy yourself



Where can I find out more?

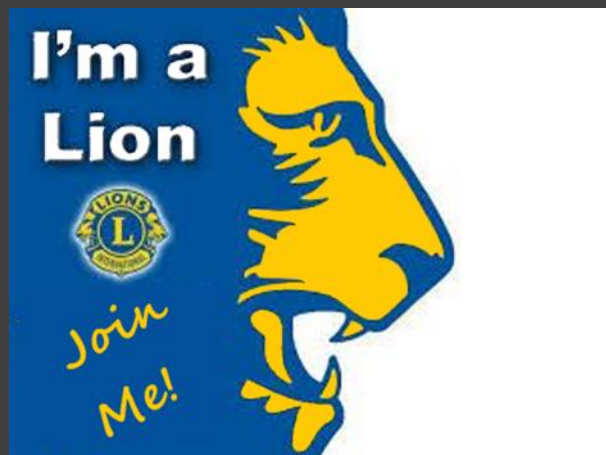


- www.lionsclubs.org
- www.volunteeringnz.org.nz/finding-volunteer-roles/
- <https://seekvolunteer.co.nz/youth-volunteering-organisations?kpage=4>



Membership Programmes

we need more members to fulfill our motto



“We Serve”

<https://unitec.researchbank.ac.nz/handle/10652/3650>



Just Ask !



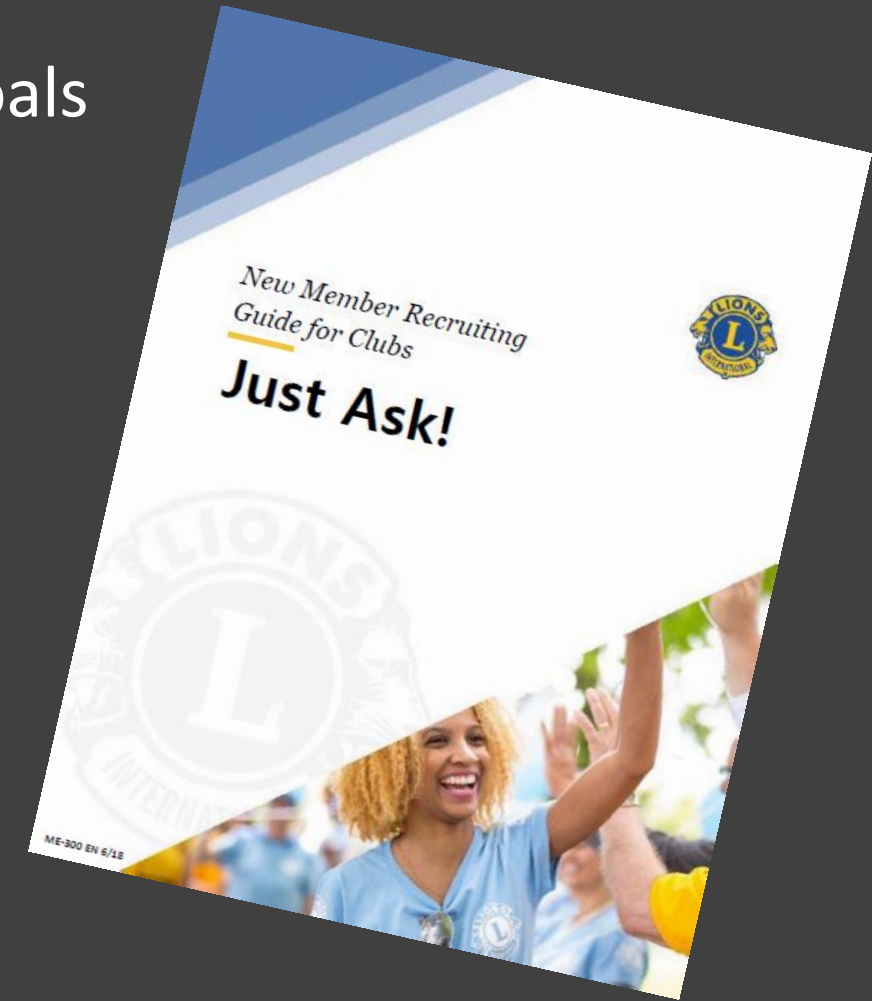
Step 1. Preparing your club: Create membership goals

Step 2. Creating your club's growth plan:.

Step 3. Implementing your club's growth plan:

Step 4. Welcoming your new members:

<https://temp.lionsclubs.org/EN/pdfs/me300.pdf>



Step 1. Preparing your club :



Decide what you want your club to be.

What does your club want to focus on?

How do you envision your club next year? Five years from now?

Decide what your goals are.

Why does your club want new members?

Who will help your club recruit?

Organizing, Promoting, Reaching Out, Welcoming

Recruiting Goals

Club Name: _____ Date: _____

To prepare for new member recruiting, we will: _____

Why do we want new members?

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

Who are the new members our club wants? Why?

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

Recruiting Goals

Club Name _____ Date _____

To prepare for new member recruiting we will

Why do we need new members?

(eg if we had five more members we could---)

Who are the new members that our club wants? Why? (eg we want members that are at least ten years younger than our average age now)



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: _____

Step 2. Creating your club's growth plan:



Who will we recruit?

Where and when will we recruit?

What materials will we recruit with?

How will we promote our informational meeting?

Club Growth Plan

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

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

Date for completion: _____

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

Date for completion: _____

How will we promote our information meeting?

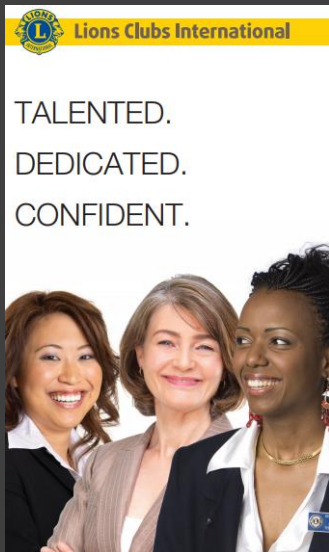
Date for completion: _____

How will we follow up after the meeting?

Date for completion: _____



Step 2. Creating your club's growth plan:



Who will we recruit?

Where and when will we recruit?

What materials will we recruit with?

How will we promote our informational meeting?

Recruiting Wheel



Build a Lions Network

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

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

Name: _____ Relationship: _____

Address: _____

Name: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

Address: _____

Name: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

Address: _____

Name: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

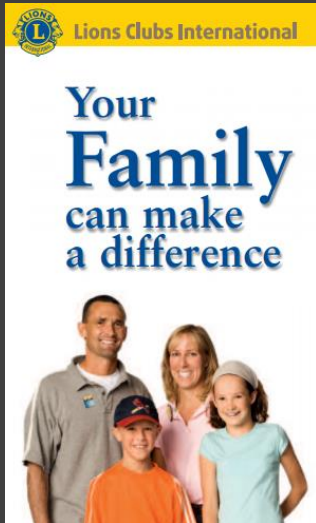
Address: _____

Name: _____ State: _____ Zip: _____

Phone: _____ Email: _____



Step 2. Creating your club's growth plan:



Who will we recruit?

Where and when will we recruit?

What materials will we recruit with?

How will we promote our
informational meeting?

How will we Follow Up

Step 3. Implementing your club's growth plan:



Reach out to your target members

Host the informational meeting

Follow-up with meeting participants

Review your Club Growth Plan

Step 4. Welcoming your new members:

- Conduct a new member
induction ceremony

- Offer your new members
orientation and mentoring





What's next? Involve Your New Members

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

Just ask!

Quick tips for effectively recruiting new members



1 Prepare Your Club.

Without proper preparation, your club's recruitment efforts will not be as effective as possible.

- » Decide what your club would like to accomplish and how new members will help achieve this.
- » Develop a member recruitment team that can focus on all aspects of member recruitment.

2 Create your club's growth plan.

Develop an action-oriented plan that clearly outlines your recruitment efforts.

- » Determine who you will be recruiting.
- » Determine where you will focus your recruiting efforts.
- » Gather the materials you will need for your outreach.
- » Set and promote your informational meeting.

3 Implement your growth plan.

- » Reach out to target members as outlined in steps one and two.
- » Host your informational meeting.
- » Follow up with meeting attendees.
- » Review your growth plan and adjust timelines if necessary.

4 Welcome new members.

- » Conduct an induction ceremony.
- » Ensure that new members are properly onboarded.

Don't forget to get your new members involved!

People join Lions Clubs International to serve—make sure that your new members are involved in ways that align with the reasons they joined your club.



For details on each of these steps, as well as additional tools and resources your club can use for successful member recruitment, download the complete Just Ask! New Member Recruiting Guide from the Resource Center at lionsclubs.org.



Membership workshop



100 Ideas to Recruit New Lions

1. Ask someone. Ask One!
2. Bring a guest to meetings
3. Advertise in newspapers & cable TV
4. Have a clear club goal & a strategic plan
5. Letters or personal contact with local businesses
6. Contact with Chamber of Commerce
7. Place customized bookmarks in library books
8. Have public meetings at malls, outdoors, etc.
9. Have a booth at malls, fairs, festivals etc.
10. Place pamphlets in doctors' offices, hospitals, cafeterias, libraries, etc.
11. Create videos of your events and promote your Club on YouTube
12. Host an Open House
13. Hold a club assembly only on membership



We humans are not born alone; joining and being active in a club whose members share your passion for ideas and get your jokes is one of the great joys of life.

Richard Lederer

Specialty Clubs

Coordinator



New Branches, Clubs and Specialty Clubs

- <https://www.lionsclubs.org/en/resources-for-members/resource-center/gmt-toolbox>



Club Branch Guide

New Clubs and Specialty Clubs



Action Plan for a new club formation

Is there an area in your district?

Would a branch work better than a club?

Mixed or Single gender?

Club Branch



- Why would we? How can we? Should we?
- <https://www.lionsclubs.org/en/resources-for-members/resource-center/club-branch>
 - At least 5 new or existing members
 - An existing club willing to engage these members as a branch of their club
 - A member of the parent club to serve as branch liaison
 - Notification sent to the District Governor





How Can We?

- Notify the district governor(s) of the intention to form a club branch.
- Create the club Branch – consider:
 - Where will the branch be located?
 - Who will the branch consist of?
 - Will the branch have a specialty?
- Recruit members



Club Branch Guide

Forming the Branch

- Host an information meeting
- Host an organization meeting (first branch meeting)
- Submit the notification of Branch to LCI



Lions Clubs International



Parent Club's Role

- Assist in the formation of the branch
- Appoint an experienced Lion to be the branch liaison
- Apply for the club branch via MyLCI [or submit the Club Branch Application].
- Report the members of the branch via MyLCI [or the Report of Branch Membership].
- Process membership applications for additional club branch members.



Parent Club Responsibilities

- Ensure the branch
 - i. Develops a membership growth plan
 - ii. Officers are properly trained, oriented, and supported
 - iii. Hold officer elections each year
 - iv. Members feel encouraged to participate in parent club meetings and activities
 - v. Members feel encouraged to participate in district activities and events



The Club Branch Guide

- Includes
 - information on Branch Structure
 - Branch Club membership
 - Branch Operations
 - Branch Financing
 - Converting from a Branch to a Lions Club



Specialty Clubs Program

Answering a Special Call to Serve



Specialty Club Toolkit



- Specialty Club Program Infographic (PNG)
- Frequently Asked questions
- Specialty Clubs in Action (PDF)
- Specialty Club Program Presentation (PPT)
- Specialty Club Program Coordinator applications
- Specialty Club Model Mapping Worksheet
- Start a new Club

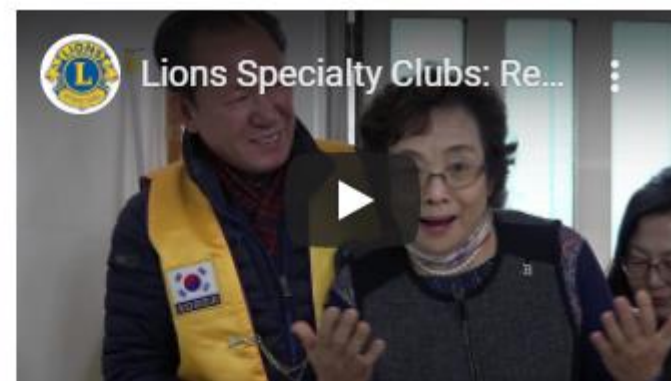
Examples of Specialty Clubs



Lions Specialty Clubs: Overview



Lions Specialty Clubs: Cause



Lions Specialty Clubs: Retiree



Lions Specialty Clubs: Culture



Lions Specialty Clubs: Sports

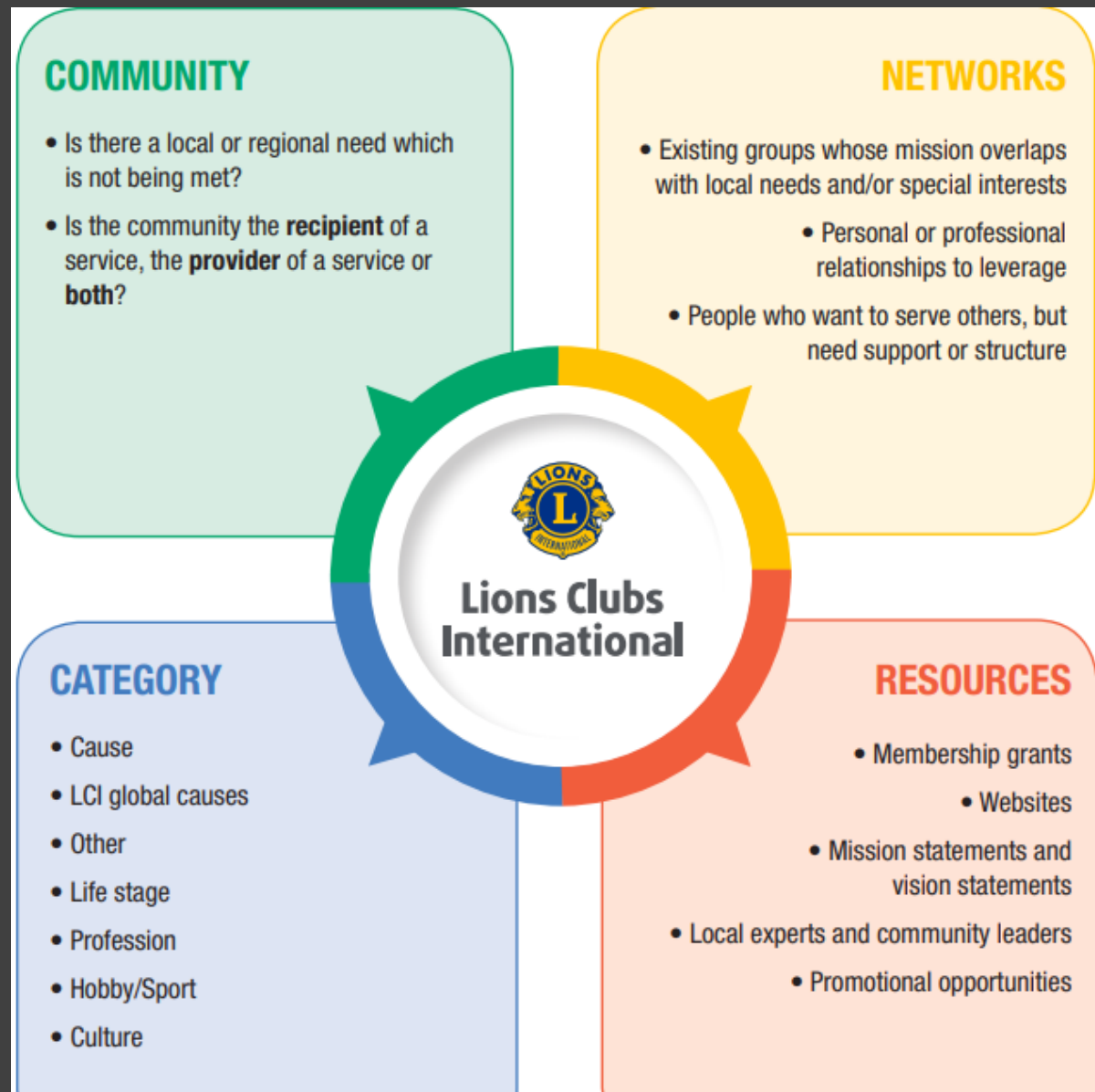


Sutton Racing Lions Club



As of September 30, 2019

Specialty clubs around the world

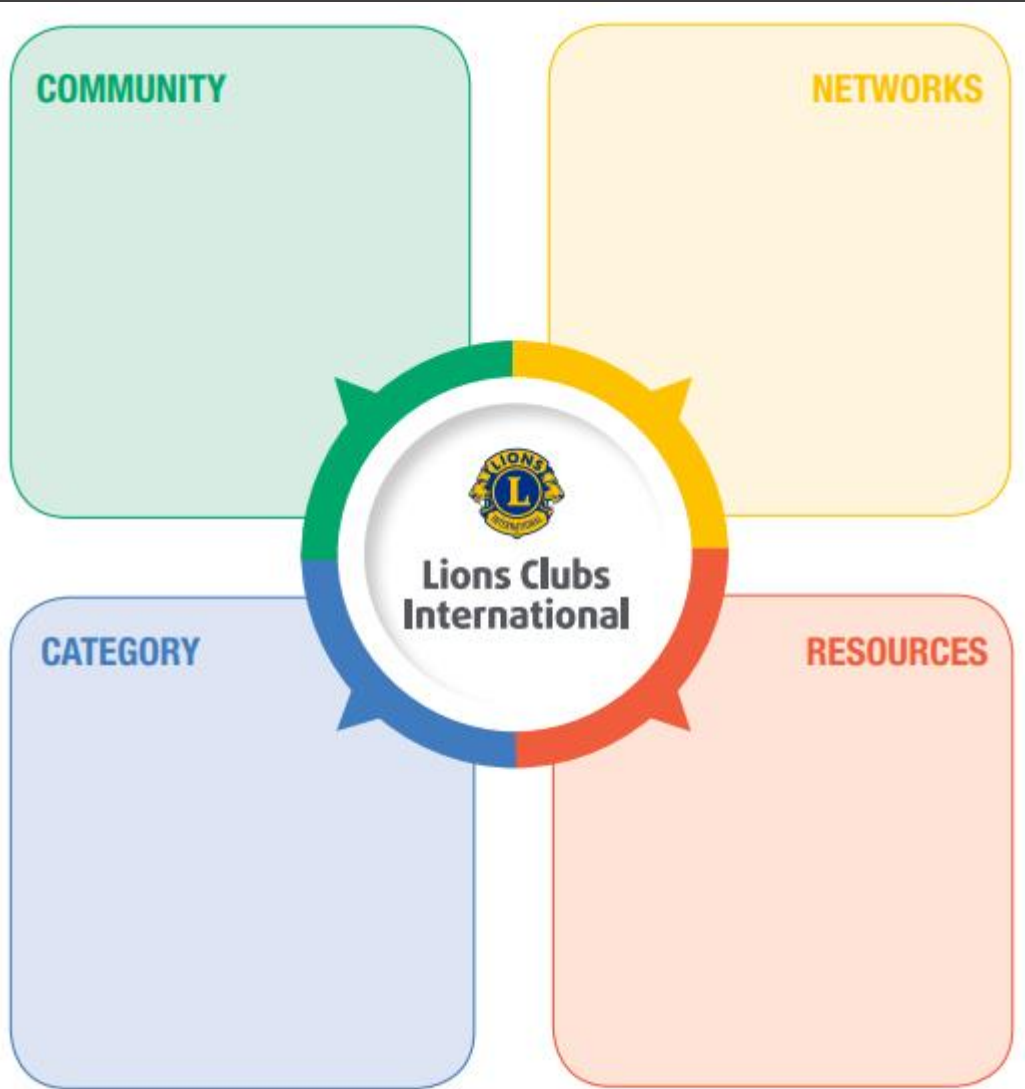


Specialty Clubs Model Mapping Workbook

<https://www.lionsclubs.org/en/resources-for-members/resource-center/specialty-clubs-program>



Model Mapping Worksheet



Build your club model by filling in the quadrants above using the questions and ideas provided on the reverse side.

COMMUNITY

- Is there a local or regional need which is not being met?
- Is the community the **recipient** of a service, the **provider** of a service or **both**?

Need?

Recipient?

Provider?



Both?





NETWORKS

- Existing groups whose mission overlaps with local needs and/or special interests
 - Personal or professional relationships to leverage
- People who want to serve others, but need support or structure

Overlap?

Existing Relationships?

Structure?



CATEGORY

- Cause
- LCI global causes
- Other
- Life stage
- Profession
- Hobby/Sport
- Culture

Some ideas of where to look

ational

RESOURCES

- Membership grants
 - Websites
- Mission statements and vision statements
- Local experts and community leaders
 - Promotional opportunities



Available to help you set up the Club



New Club Formation – Go Get ‘em

- ✓ The Admin Team
- ✓ The Sales Team
- ✓ The First Meeting Team
- ✓ The Guiding Lion Team



The Pre Recruitment Team

- Decide on potential areas for the new club
- Make up your teams to bring this to fruition [Sales and Admin etc]
- Check the areas for things like:
 - Population
 - Economics
 - Dormitory
 - Service
- Make the decision on which area you are going to focus
- Decide on a budget for the activity



Admin Team(s)

- ✓ Collect Membership Application Forms
- ✓ File the paperwork for LCI for the Club Charter
- ✓ Organise the first few of meetings
- ✓ Ensure the Guiding Lions are appointed

Information night – 1st meeting



- Presenter and Presentation
- AV Gear
- Refreshments
- Attendees
- Room Setup

Admin team – meetings



VENUE

- Arrange meeting venue
- Arrange meeting catering
- Arrange meeting audio visual equipment

SPONSORING CLUB

- Update Club President (or nominee) with above information
- Ask for the names of the 2 greeters for the next meeting

GUIDING LION(s) – *may not be from sponsoring club*

- Update Guiding Lions with the above information
- Ask Guiding Lions for the main agenda item of interest for the next meeting



Admin - Meetings 2-4

MEMBERS

One week before each meeting -

- Ring new members with reminder of:
 - Date
 - Time
 - Venue
 - Greeters names
 - Agenda items of interest

MEETING ADMINISTRATION

- Liaise with the Guiding Lions to
 - Have a roster of an admin person at meetings to assist GL
 - Invite speakers if required
 - Collect forms, provide banking details, issue receipts

GENERAL ADMINISTRATION

- Update the list of Charter Members
- Update the District Governor on Progress
- Update the District GMT /GLT /GST team leaders on progress



Recruitment – Sales & Admin teams

- Find the names of local leaders to target as members
- Write the sales speech and decide who is going to approach these individuals
- Source any collateral needed when interviewing these prospects



Sales and Admin Team

- Make 10 min appointments to talk with the chosen leaders
 - Decide on dress code – business? Casual? [With name badge and pin]
 - Have one handout with costs to be a Lion and the first meeting details
 - Have one handout on being a Lion
 - Have a new member joining form with internet banking details



GO OUT and Get 'EM – A new club formation

The sales teams need to hit the ground running.

The sales team will work in pairs

- Each pair has one person who will do the talking to the prospect and one person who is the Support Person (they may change round)
- Each pair will dress appropriately and will look business like

The SELLER



- Has a prepared script which they mostly stick to
- The script has to be no longer than 3 – 5 minutes
- Is trained to 'close' the invitation
- Has all the relevant information memorised
- Speaks without pamphlets and other aids



The SUPPORT PERSON



- Has the list of prospect names on a spreadsheet fixed to a clipboard
- Has a number of new member forms
- Has the first meeting invite details flyer
- Has the selected Lions pamphlet
- Has the 'costs' information card (maybe on flyer)
- Does not engage in the conversation, unless the salesman asks them a question and then only as rehearsed. (short reply)

THERE MUST BE NO SURPRISES FOR THE SELLER COMING FROM
THE SUPPORT PERSON

Admin Team



- Book the meeting venue and arrange refreshments
- Design a presentation which briefly shows who Lions are and what they do in the local setting.
- The internationalism could be shown with a recent LCIF video.
- Don't overwhelm.
- Don't use acronyms.
- Do use examples of local needs that Lions have and could address



Admin Team

- Assign members to follow up the prospects with reminder of meeting and offers of transport if necessary.
- Don't be dressed with too much Lions gear. Same as the interviews is best
- Have a few of your club members present representing as wide an age range as reflects the prospects



Club Vision – Guiding Lions

The GL team is Administrator, Motivator, Team Builder, Communicator and Listener
Their Primary role is to make the Club self-sufficient within 2 years.

- *Each club was founded by Lions who had a dream and wanted to make a difference.*
- The Guiding Lions have the opportunity to help show them how they can reach their dreams as a member of a Lions club. Don't try to change their dreams, support them.



Club Success— Guiding Lions

The Guiding Lions Should:

- ☐ Attend most of the club and board meetings for 2 years (all first 6 months)
- ☐ Assist the club to set its goals according to the member's wishes
- ☐ Assist the club to develop a recruitment plan
- ☐ Show excellent administration skills (or have a minder!)
- ☐ Conduct Training sessions— 1 hour each
- ☐ Appoint and introduce officer mentors for President, Secretary and Treasurer



Options

- Cold Calling
- Letterbox drop
- Introduction to groups via corporate contact
- Yellow Pages brainstorm
- Media advertising
- Visibility Days

Different is not wrong !

Your work begins!

