**Recruiting Community Influencers**

**Getting Your Community Involved**

One of the best ways to increase your visibility and impact is to recruit influential people from your community to help you promote your causes and events. A community influencer is someone who has the ability to affect the decisions of others because of his or her authority, knowledge or position within the community.

Here are four steps you can take:

1. Identify influential people in your community, particularly those who may have connections within your network.
2. Set up a brief meeting with them to discuss your club, what Lions do and how they can help.
3. Invite them to one of your meetings or service activities.
4. Encourage them to join your club or spread the word about all the good things your club does in the community.

Here are some ways that you can leverage your local influencers.

**Meet with local officials**

Community influencers can help you spread the word about your club, so take time to get to know your local government officials, such as your mayor, trustees and chamber of commerce members. You should also consider getting to know your local school administrators, such as the superintendents and principals. Let them know what your club is doing in the community, and enlist their help in promoting your club. Keep them updated on club activities, and try to attend some of their meetings.

**Connect with local businesses**

There’s nothing quite like talking to people to help get the word out. So talk to local business owners and managers, and tell them how your club is benefiting the community. They may be willing to sponsor a club event, or allow you to leave flyers in their businesses to promote fundraisers, projects and membership events.

**Engage your community with Facebook**

There are a lot of great social media platforms that can help you promote your club, but Facebook is the biggest. Sharing stories and images on Facebook can get them into the social feeds of countless new people when your content is “liked” by others. It’s also a great way to join conversation happening in your community. If your club doesn’t have a Facebook page, now is the perfect time to create one! It’s a great way to promote projects and events, share photos and connect with potential members and partners.