**Pre-Event Communications**

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

The first step to planning your charter club membership event is to identify individuals who might be interested in building a new club and serving alongside you. These could be friends, family members, coworkers or people in the community who want to make a difference. Invite them to your event, and make sure to get their email addresses and cell phone numbers if you don’t already have them so you can communicate with them before and after the event.

It’s important to follow up with the people you have invited. We recommend three touch points before the event to ensure that they show up. We have included customizable communications below, but adjust them as needed to reflect your event and your new club.

**COMMUNICATION #1**

**For those who expressed interest in attending your event, send them an email or text as soon as possible** to let them know that you’re excited about seeing them at the event. As the first communication, it’s a great way to establish a personal connection between you and your potential member.

**Email**

**Subject line:** Looking forward to seeing you at the Lions’ event!

We’re delighted that you’re planning to join us for the first-ever \_\_\_\_(club name)\_\_\_ Lions Club get-together! The fun and festivities kick off at \_\_(time)\_\_ on \_\_\_(date)\_\_\_ at a local favorite—\_\_\_\_(name of establishment)\_\_\_\_\_\_.

You’ll enjoy \_\_\_(snacks/refreshments/other)\_\_\_ as you meet and mingle with neighbors who will be your partners in building our new Lions club and serving the community together. We look forward to seeing you there!

**Text**

So glad you’re planning to join us for the first-ever \_\_\_\_(name of club)\_\_\_\_\_\_

Lions Club get-together! The fun starts at \_\_(time)\_ on \_\_\_(date)\_\_\_\_ at

\_\_\_\_(name of establishment)\_\_\_. See you soon! ☺

**COMMUNICATION #2**

**We recommend sending either an** **email** **or a text** **reminder about your event one week prior to the event**. This will help keep the people you’ve invited engaged and excited about it, and will enable you to begin building relationships with your potential new members.

**Email**

**Subject** **line:** Here’s what’s on tap for the Lions’ get together!

Are you getting excited yet? We are! Only one week to go before the first-ever \_\_(name of club)\_\_\_\_ Lions Club get-together kicks off! Get to know neighbors who are interested in building a new Lions club and doing good things in the community as you \_\_\_(enjoy snacks/refreshments/other). See you at \_\_\_(time)\_\_\_ on \_\_\_\_(date)\_\_\_\_ at the \_\_\_(name of establishment)\_\_\_!

**Text**

Just one week to go before the \_\_\_\_(name of club)\_\_\_\_\_\_ Lions Club get-together! See you at \_\_(time)\_ on \_\_\_(date)\_\_\_\_ at \_\_\_\_\_(name of establishment)\_\_\_\_\_\_ for \_\_(snacks/refreshments/other)\_\_\_\_ and great conversation! ☺

**COMMUNICATION #3**

**We recommend sending either an email or a text the day before the event.** This will serve as a final reminder—people are busy these days!—to let your invitees know that you’re looking forward to seeing them and that their participation matters.

**Email**

**Subject** **line:** Tomorrow is the big day!

The big day has finally arrived! We’re all looking forward to seeing you tomorrow at \_\_\_(time)\_\_\_ for the first-ever \_\_\_(name of club)\_\_\_\_\_ Lions Club get-together! Join neighbors and friends, and enjoy \_\_\_\_\_(snacks/refreshments/other)\_\_\_\_\_ while you learn how your

new club will change your life—and your community—for the better.

(Just bring your appetite/other friendly thought ). See you tomorrow—

\_\_\_(time)\_\_\_at \_\_\_\_(name of establishment)\_\_\_\_!

**Text**

Tomorrow is the big day! We’re looking forward to seeing you at \_\_\_(time)\_\_\_at\_\_\_\_(name of establishment)\_\_\_\_\_ for the first-ever \_\_\_\_\_(name of club)\_\_\_\_\_ Lions Club get-together! Join neighbors and friends, enjoy some \_\_\_(snacks/refreshments/other)\_\_\_\_­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­, and see how you can make a difference with us!