

## New Club Development Webinar Series



**VP Douglas Alexander**



**VP Dr. Patti Hill**



**VP Brian Sheehan**



# Important information about this webinar

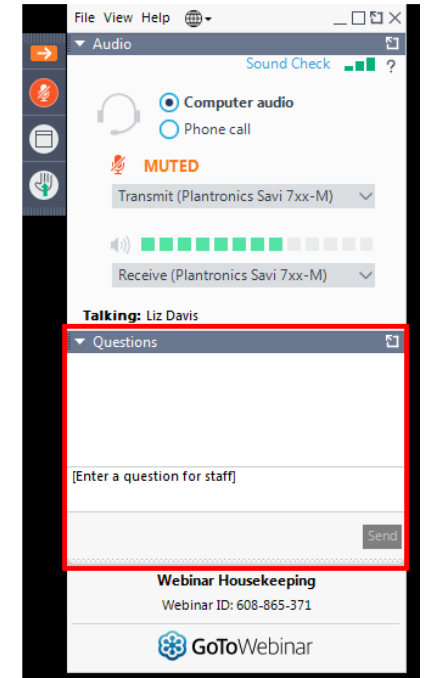
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Due to the size of the group, this webinar will begin promptly at 7 PM CDT

This webinar is being recorded; the recording and PowerPoint will be available afterward.

Your microphone has been muted and will remain so for the duration of this webinar.

Have a question? Submit it using the “Questions” tab located in the sidebar.





# New Club Development Webinar Series

Promotion and Recruitment  
Steps 4-6

An online training hosted by Lions Clubs International





## **PID Jerome Thompson**

GAT Constitutional Area I Leader  
Moderator



## **PDG Rob Hill**

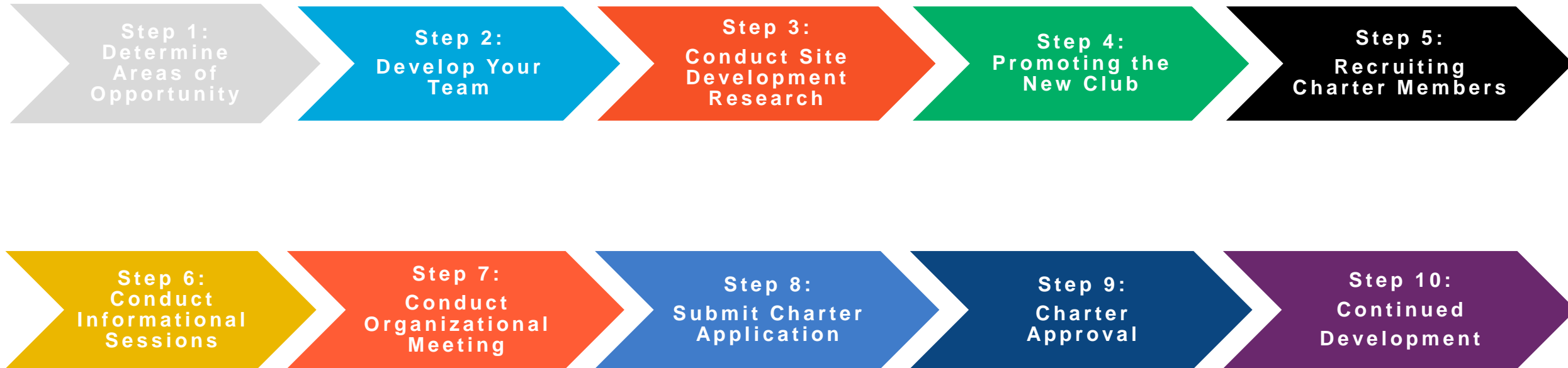
GAT Constitutional Area II Leader  
Moderator



# New Club Development Process

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Successful new club development includes the following 10 steps:



## Quick Poll

**Did you attend the other webinars in this series?**

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## Promotion and Recruitment:

### Steps 4-6

#### Step 4: Promoting the New Club

- Potential members
- Community focus
- Elevator Speech

#### Step 5: Recruiting Charter Members

- Canvassing
- Limited recruiting
- Group conversation
- Ground recruiting

#### Step 6: Conduct Informational Sessions

- History of Lions
- Proposed needs to address in community
- Overview of components of new club

# Objectives

- ▶ To gain knowledge in promoting a new club
- ▶ To gain knowledge and understanding on recruitment methods and tools needed for new club recruitment.
- ▶ To gain knowledge and understanding on conducting the informational meeting for a new club.





## **PDG Len Day**

New Club Development Consultant CA 2



## **Lion Daniel Elkins**

New Club Development Consultant CA 1

# Step Four: Promoting the New Club

**Getting the word out about the new club is important to the successful formation of a new club.**

The following should be a part of the recruitment plan:

- ▶ **Who** - potential members
- ▶ **Where** - email, social media, district website, etc.
- ▶ **When** - informational meeting
- ▶ **What** - elevator speech

# Step Four: Promoting the New Club

Having a great elevator speech is imperative. The speech should last 20-30 seconds, be interesting, memorable and succinct.

## Write the Perfect Elevator Speech in Five Easy Steps

- ▶ Step One: Determine Your Goal
- ▶ Step Two: Explain Your Solution
- ▶ Step Three: Explain What Makes You Different
- ▶ Step Four: Close the Deal
- ▶ Step Five: Polish and Practice

## Step Four: Promoting the New Club

Below is an example of an elevator speech.

Lions are men and women who make a difference – every day, everywhere. With more than 1.4 million members in over 200 countries or geographic areas, Lions aid the blind and visually impaired, assist youth, feed the hungry, address global epidemics like diabetes, answer the call when disaster strikes, and make a strong commitment to filling other community needs throughout the world.

# Benefits of being a Lion

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- ▶ Make a difference
- ▶ Serve with pride
- ▶ Build your network
- ▶ Gain Lion credibility
- ▶ Develop new friendships
- ▶ Show your leadership
- ▶ Receive global support



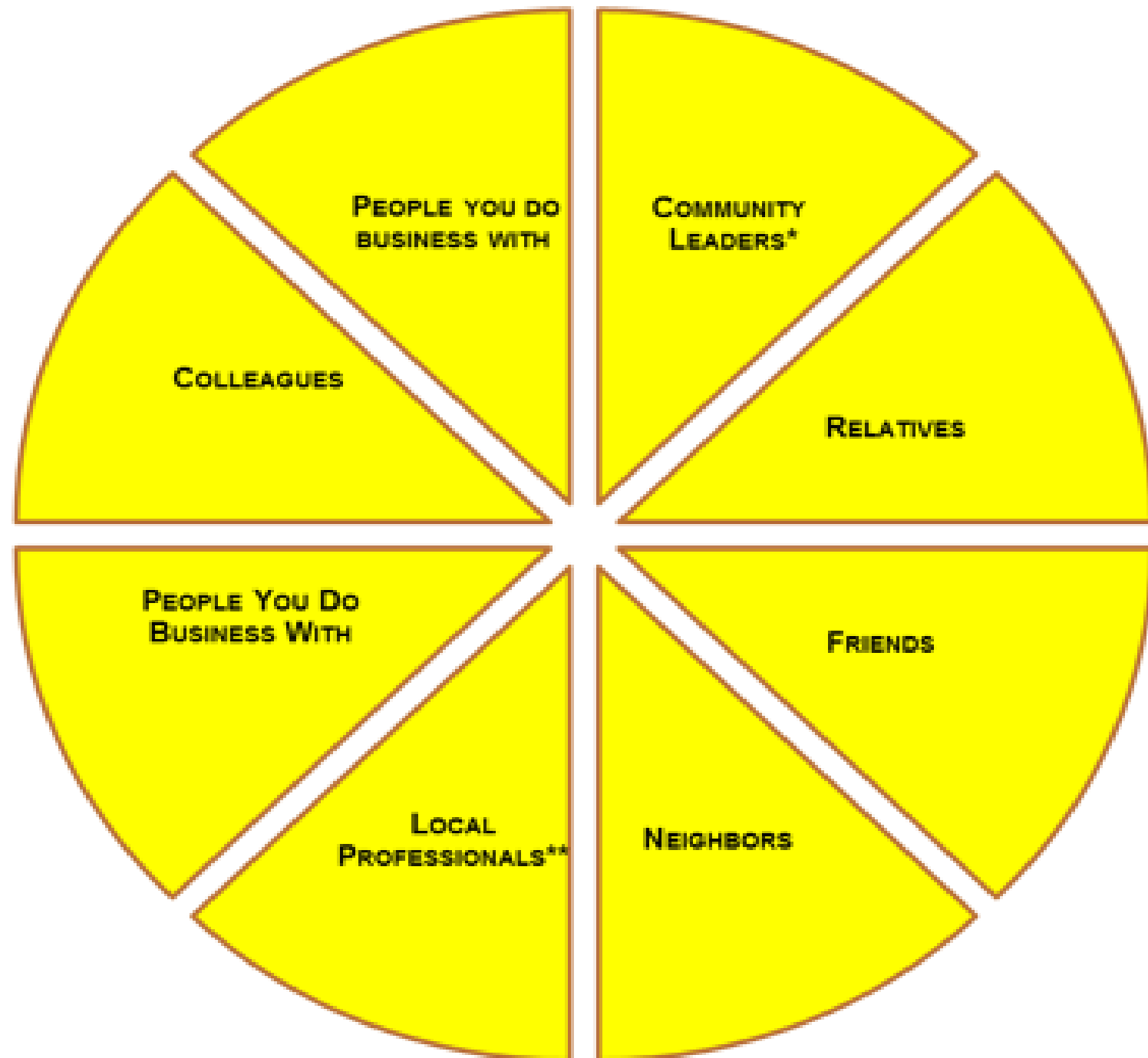
## Quick Poll

**What are some ways you successfully recruited new members into your club?**

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## Step Five: Recruiting Charter Members



# Step Five: Recruiting Charter Members

## How will we recruit?

- ▶ Canvassing
- ▶ Limited Recruiting
- ▶ Group Conversion
- ▶ Group Recruiting
- ▶ Branch Development

## Canvassing Recruiting Tips:

- ▶ Dress appropriately- No Lions vest
- ▶ Start at the top- talk to manager or supervisor
- ▶ Don't wait longer than 10 minutes
- ▶ Don't carry too much literature
- ▶ Obtain clues from their office for talking points
- ▶ Ask for referrals

**Tip:** Contact information for club organizers should be given to new members. This could be a business card, label on back of brochure, or flyer. Recruiting materials can ordered from LCI at [memberships@lionsclubs.org](mailto:memberships@lionsclubs.org).

# Step Five: Recruiting Charter Members

Each day collect new member information and leads gathered from each team, and put them in five categories:

	Category	Action Taken	Action Needed
Group 1	Charter Members	Completed an application and paid the charter fee.	Send a letter of congratulations with the date, time and location of the first club meeting.
Group 2	High-Interest Prospects	May come to a club meeting but did not complete an application.	Send a letter inviting them to the meeting.
Group 3	Other Prospects	May be interested but could not attend a club meeting.	Keep on the mailing list and contact them following the first meeting with an update on the club's progress. Continue to invite them to get involved.
Group 4	Possible Prospects	Listed names of people who may be interested.	Determine a time to contact them in person.
Group 5	Not Interested	Expressed no interest in joining at the current time.	Keep on the mailing list for future projects and events of the new club.

**Tip:** Send a follow up email to everyone with date, time, and location of meeting within 24 hours.

## Quick Poll

**Can you think of 3 people in your community  
that you could ask to serve with you?**

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## Step Six: Informational Meeting



**All the above = A strong chartered club!!!**

## Step Six: Informational Meeting

An easy way to conduct an informational meeting is to use the **Informational Meeting PowerPoint** which can be found at **[lionsclubs.org/start-a-new-club](https://lionsclubs.org/start-a-new-club)**



## Quick Poll

**What is the most important part of the informational meeting?**

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## Final Push to Charter:

### Steps 7-10

June 29<sup>th</sup>

7:00 – 8:00 CDT

#### Step 7: Conduct Organizational Meeting

- Vote on officers
- Decide service projects
- Continue to recruit

#### Step 8: Submit Charter Application

- Gather required documents
- Submit information in MyLCI

#### Step 9: Charter Approval

- Charter materials
- Charter night celebration
- Charter members

#### Step 10: Continued Development

- Sponsoring club assistance
- Guiding Lion Support
- Transition of Power

# Questions?

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For more information you can contact the Member  
Experience Department at [membership@lionsclubs.org](mailto:membership@lionsclubs.org)







Thank You