

How to pitch your Leo Club



What is a recruitment pitch?

A recruitment pitch is a short conversation with someone you'd like to have join your Leo club. It should *quickly* grab the attention of the person, teach them about your club and answer why that person might want to become a Leo. It should be short enough to deliver in the time it takes to take an elevator up a few floors — that's why it's sometimes called an "elevator pitch"!

Recruitment pitches usually include a personal story about why you love Leos to appeal to the potential member; effective storytelling can inspire new members to join you in service, bring new awareness to causes and the people you serve. They should always end with you sharing how the potential member can get more information or how to join your club.

Tips for a recruitment pitch

- Consider asking the person what they're interested in or passionate about.
- Make a connection to your Leo club activities.
- Ask the person how to contact them or share your contact information.
- Practice on a friend!
- Try it on someone you'd like to join your Leo club.

Need an example? Here you go!

"Do you want to make a positive impact in your school or community, join an international organization and learn new skills? Then a Leo club would be a good fit for you! Leo clubs are active in their communities doing fun service projects that help people all around where we live. We get great leadership experience where we can develop our talents, make new friends and get connected to our community. As a Leo club, we're supported by Lions International, which is the largest service organization in the world so we can give back on a huge scale!"

Grab your laptop or some paper — it's time to write your own pitch!

- What information is important for you to share in your own pitch conversation?
- How should you start the conversation?
- What was the moment you first connected with Leos on a deeper level? How can you use this example in a pitch conversation?
- What information about Leos do you want to include?
- What is the final ask? Do you invite the person to a service or social activity? Think: What are the benefits of doing this instead of just asking them to join your Leo club?

Additional resources

- [Leo Club Program YouTube Playlist with Recruitment Pitch Examples](#)
- [Leo Advisory Panel Recruitment Resources](#)
- [Lions Elevator Speech Resources](#)