



District A4

Club Revitalization and New Member Recruiting Guide

There are four main reasons why members leave this great organization of ours; lengthy/boring meetings, club cliques and politics, lack of meaningful involvement and the inability to work together effectively.

Recruiting new members is the lifeblood of this great service organization. New members revitalize clubs by offering new energy and new ideas.

Promoting your club puts a face on your club in the community. The community learns what Lionism is all about and the great things we accomplish. Active service in the community demonstrates the need for community service and as a result fosters greater community support.

Are you interested in revitalizing your club, recruiting new members, promoting your club in the community or dealing with challenges your club is experiencing? This brochure contains a few ideas that can assist in these matters.

For ideas to promote your club in your community, please refer to the [District A4 Club Public Relations & Promotions Guide](#).

For further assistance, please contact any member of the Global Membership Team, located on the back cover of this brochure. The members of the Global Membership Team are here to help you.

January 19, 2019

A Few Ideas to Revitalize Your Club, Recruit New Members or Deal with the Challenges Your Club is Experiencing

[Young Adult Recruiting Guide](#) - Contrary to popular belief, young adults want to volunteer and are volunteering at a higher rate than normal. This is good news for Lions clubs because attracting and retaining younger Lions is vital to perpetuate our clubs. To aid this effort, Lions Clubs International has developed the **[Young Adult Recruiting Guide](#)** to teach existing clubs why young adults want to volunteer and what Lions can do for them. Attracting young adults can be a challenge; therefore, your club may need to revitalize how it operates and how your members think in order to get young adults involved.

[Your Club Your Way](#) - It is easy to recruit new members when you invite them to meetings that are welcoming and enjoyable. Positive and engaging meetings encourage involvement, facilitate communication and give members something to look forward to. But how do you design a meeting that appeals to members and prospective members who want to make a difference in their community, but have little time to commit? And how do you create a club atmosphere that is positive and inviting?

You have a choice...Your club has the freedom to structure club meetings in a way that best meets your members' needs. While many clubs value the traditions that have been passed down from generation to generation, it is good to know that most traditions are optional and members can choose to change the elements, frequency, and structure of their meetings to make the meeting more inviting and/or use new forms of technology to keep members connected and manage club business.

The **[Your Club Your Way](#)** guide includes a number of options to consider and tips to encourage attendance and involvement. You will also find a quick survey that you can give to your club members to gain their input. Use this guide to help assess meeting structure, level of formality and other elements and reinvent your meetings based on your members' personal preference!

[Just Ask! - New Member Recruiting Guide](#) is designed to guide your club through the process of recruiting new members and effectively managing club growth. The strength of your membership and health of your club will determine your ability to do what all Lions love to do – serve. Keep in mind that more members mean more service.

Although the concept is simple – just ask community members to join – this guide will help you prepare an effective outreach plan so you are successful when you're ready to ask. **[Just Ask!](#)** will lead your club through a four-step process for recruiting new members; preparing your club, creating your club's growth plan, implementing your club's growth plan and welcoming your new members.

[Membership Satisfaction Guide](#) - To ensure your Lions club remains healthy and vital, you need to consider the experience and expectations of belonging to your club. If you went to a restaurant and it did not meet your expectations, would you go back? The same goes for a Lions club! Along with welcoming your new members, it is important to make sure they begin participating in club activities right away. If your club members feel welcome, comfortable and are involved in community service, they will remain part of your club for a long time. Research shows that people become Lions for many reasons. The most common are:

- 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 Lions

How can your club provide the experiences your members are seeking?

Keeping your club efficient, productive and meaningful to your members results in many benefits:

- a club that is vital and a respected part of your community
- the ability to provide service locally and globally
- the ability to offer personal and professional growth opportunities to your members
- a club that provides enjoyable fellowship

Continuous improvement is critical for each club in order to sustain membership participation, fellowship and growth. Without continuously improving how we do things clubs can become stale, which can create member frustration, reduced participation and eventually members leaving the club. By understanding your current operation, identifying areas that may be improved and taking measured steps to accomplish our goals, every club can be even better! The [Club Quality Initiative](#) provides five unique steps to initiate change; understand the process of change and [LCI Forward](#), determine the need for change using critical assessments, set goals, develop plans, implement and sustain change.

The [Lions Club and Community Needs Assessment](#) provides feedback from community leaders with what they see as important needs in the community. They could become projects your club could do to provide greater relevance to the community and club members. Clubs working on relevant community projects create excellent public relations and greater community support. When people see your club working on projects relevant to the community, they want to become involved. After all, it's human nature to be part of something important.

Traditionally, prospective members were invited to three meetings before they were asked to become a Lion. A more effective technique is to [Invite People to Club Service Projects](#). If someone visits a Lions booth or you are talking with a member of the public and they are interested to learn what Lions is all about, invite them to participate in a service project. Personally participating in a service project allows them to experience "Lions in action" and you get to see them as a potential Lion. Don't forget to get their contact information. After they have participated in a few service projects, this might be an appropriate occasion to invite them to become a Lion. If they are invited to a service project and they indicate they are not able to attend, don't let the door of opportunity close. Invite them to the next service project.

[Blueprint for a Stronger Club](#) is an effective method to assist clubs to regularly identify ways to expand their service impact, develop leaders and meet club members' needs and expectations. Like any worthwhile project, it is important to develop and implement a plan, or "blueprint," to guide your actions. [Blueprint for a Stronger Club](#) helps you develop your club's blueprint, with emphasis on strengthening club operations, service leadership development and membership.

Placing an [Annual Fundraising Poster](#) in your hall highlighting where you club made donations over the last year and send it to the newspaper as well. Don't forget to include a total amount at the bottom. You could also include a list of organizations your club donated the use of your hall to. A club in the district recently had such a poster in the local newspaper highlighting that their club had raised \$62,000 in the last year. This had the positive effect of changing the town council's impression from not knowing what their club did in the community to the mayor joining their Lions club. Past International President Judge Brian Stevenson suggested this at a recent District A4 Convention.

[Conducting an Open House to Recruit New Members](#) is an effective recruiting method, where a well spoken, energetic and inspiring Lion can speak with prospective members about the great things Lions achieve.

[Club Membership Plans](#) - Have you ever wondered, "How can we get new members in our club?", or "How can we turn our club around?" One process that can assist with these questions is the development of a club membership plan. It allows a club to work together to create a plan to move forward to generate a stronger, healthier club.

The ["How Are Your Ratings"](#) survey offers insight into a club's state, showing its strengths and weaknesses. Small issues are discovered before they become large issues and shows members that their participation and input is valued. Anonymity encourages honest and frank feedback.

[Conducting an Effective Lions Exit Interview](#) can assist clubs with both their retention and membership growth efforts. This guide will leave you prepared for a Lions Exit Interview and with a better understanding of how a Lions Exit Interview can help your club. Note that your club should conduct a Lions Exit Interview with each exiting member and should retain a copy for club records.

[Is Your Club Keeping its Service a Secret?](#) The 30 Marketing Ideas brochure provides effective ideas to promote your club in your community. We need to "get the message out" about the great things we do. Select one category a month and implement an activity within the category to unlock yourselves to the community and share your Lions pride. The payoff is greater public awareness and community support.

The [Three-Person Membership Committee](#) strengthens a club's membership growth, retention and leadership activities by having a unified team oversee these critical functions. It is important to talk about membership in order to achieve a positive change in membership.

[Reinstating former Lions](#) – Have members left the Lions family because of family, health or work? Perhaps those circumstances have changed. Consider asking former members if they would like to rejoin the Lions family. They already know what Lionism is all about and you get to decide who to invite.

[Having a Lions Information Booth at Club Events](#) is an effective method to promote your club and increase membership. The booth should be staffed by experienced, cheerful, confident, knowledgeable and well-spoken Lions to discuss club activities and the great things Lions achieve in the community and around the world.

[Keeping Members Up-To-Date on Club Activities](#) is extremely important to ensure continued membership participation. Sending out meeting agendas, and minutes are effective for keeping the lines of communication open to all members. Does your club issue a club bulletin? Perhaps prepare a bulletin and distribute it to club members. A club bulletin is another effective method to promote club activities amongst members. A bulletin should be professional looking, be brightly coloured to stand out and contain lots of colourful photographs with "Lions in action." If you have prepared a poster for an event, why not send it to all members? It makes them aware of the project and can encourage them to participate in the event.

If a member has not been attending meetings or participating in club events, perhaps because of health, family or work, make a point of continuing to send meeting agendas, minutes and event notifications. It shows that you want them to continue participating in club activities. Call the member and say that "we've missed you, and were wondering how you were doing." Even better, why not make a personal visit because it shows that you care. If we don't pay attention to this, they will fade away and we won't know why.

Some club secretaries have been known to filter the club's correspondence to be read out at meetings. Bills and junk mail are totally understandable. Don't forget that it is the club's correspondence.

[Club Brochures, Bulletins and Posters](#) are an effective tool to promote your club. They should look professional, be brightly coloured to stand out, contain lots of colourful photographs with "Lions in action", be left out in public venues with lots of traffic, include contact information so people can follow-up with you, perhaps a potential new member, and be sent to club members to keep them up to date on club activities.

When talking to the media and others in your community about your Lions club and Lions Clubs International, it is helpful to know what [Key Lions Messages](#) you want to get across. Review the Key Lions Messages and Questions prior to interviews, activities where the media might be present and visits to other organizations and schools.

[Recognize members](#) for the great things that they do. It can be **formal** with an award or gift or **informal** such as a simple thank you.

Every Lions member is a volunteer. Abide by the "Platinum Rule"; treat people the way **THEY** want to be treated.

District A4 Global Membership Team Members

Liz Christie
James Johnston

Women and Families in Lions

Heather Chilvers

Additional information is available by going to the MD"A" Lions Resource Centre website at resources.mdalions.org.