

32. HOW TO PLAN AND CONDUCT A FRIENDSHIP NIGHT EVENT

Presenter: PDG Ted Ladd

Lion Ted Ladd is a member of the Beltsville Lions Club, District 22-C and has 23 years in Lionism. He served as Club President 7 years, Club Secretary 4 years, Cabinet Treasurer, Cabinet Secretary, Vice District Governor, and District Governor in 2007-08. In addition, he has been Chairman of Board Trustees of the MD-22, Lions Vision Research Foundation (LVRF) of the Wilmer Eye Institute, Editor of LVRF newsletter, and District 22-C Global Membership Team coordinator. Lion Ted has received Club Lion of the Year, District 22-C Bull Thrower Award, 6 LCI Club President's Excellence awards, 7 LCI President Certificates of Appreciation, Leadership Medal, LCI Membership Master Builder key, Melvin Jones Fellow and Life Member. Lion Ted is retired from Federal service and News Director & Advertising Manager of The Beltsville News, the town's monthly newspaper. He is married to Lion Ann Ladd. They have 3 children, 8 grandchildren and 2 great-grandchildren.

WHAT IS A COMMUNITY FRIENDSHIP NIGHT?

A Community Friendship Night is a Lions Club meeting planned exclusively for the purpose of introducing prospective Club members to the Club with the objective of having them join.

SETTING THE DATE, TIME AND LOCATION

It's a good idea to plan ahead and select a regular Club meeting night to hold the event.

INVITING POTENTIAL MEMBERS

The best approach to inviting potential members is for members of the Club to personally invite people they wish to have in the Club, as opposed to advertising in local newspapers. The personal approach is best.

DINNER OR SNACKS

Decide whether to provide a full dinner, or perhaps snacks. If the event is scheduled on a date when the Club usually has a dinner meeting, then dinner may be the most convenient plan.

PREPARING FOLDERS FOR GUESTS

Contents might include, for example, a Club brochure, the most recent Club Newsletter, Membership related brochures provided by Lions Clubs International, an application for membership, notepaper and a pen. You may order membership brochures and membership applications by calling LCI at 1-630-571-5466. You may order 100 of each at no cost.

AGENDA FOR COMMUNITY FRIENDSHIP NIGHT

Greeting

Greet guests and give each a folder with his/her name on it

Opening

MC, usually the Club President, calls the meeting to order and follows the club's usual protocol for opening a regular meeting.

Introductions

MC asks sponsors to introduce invited potential members and introduces all other guests

Refreshments/Meal

The meeting is adjourned while refreshments (perhaps a meal) are made available

Reconvene Meeting

The meeting is called back to order, and the MC describes contents of the folders provided guests.

Keynote Speaker Address

MC introduces the keynote speaker who will provide commentary regarding the history of Lionism and perhaps personal observations about the ways in which Lions have helped people in the larger community.

Cost of being a Lion

The Club Treasurer outlines the cost of dues, meals and other possible expenses, pointing out that dues go into the administrative fund.

Meetings

Another member describes regular and board meetings, where they are held, with what frequency, and the nature of the meetings.

Fundraisers

Another member describes the Club's fundraising activities, where and when they are held, pointing out that every penny collected goes into the activities fund used to help the needy.

Testimonials

Members are invited to come forward and describe one of their most memorable events since becoming a Lion. This is one of the most vital parts of the program.

Questions and Answers

Guests are invited to ask questions. Provide good answers, while being brief. Finally, remind them that they can apply for membership this evening by completing the invitation to membership and providing the applicable fee. Explain that the Board of Directors will vote on their application for membership at their next meeting.

Announcements**Adjourn****OBSERVABLE EFFECTS**

Attending a Club Friendship event has a positive impact on many of the existing members. Discussions of Lionism and Club activities motivate existing members, and at the same time generate enthusiasm among guests. Some of the persons who join on friendship night can be expected to sponsor new members, perhaps very soon, and the overall effect of the community friendship night is very positive in terms of member morale and membership growth.