

Conducting a Lions Open House

An open house is an effective method of allowing everyone to experience the great things Lions achieve in the community and to recruit new members.

For the open house, prepare a meeting space with the following:

- Photographs of “Lions in action” perhaps in photo albums, newspaper clippings, Lions banner, club brochures, club bulletins, and a poster listing the funds raised when over the last year (with a total at the bottom) and lay them out for everyone to peruse.
- Prepare snacks, finger food and coffee/tea/water/juice for an informal event or a sit down meal at a restaurant for a more formal event.
- Have members walk around and visit with the guests to answer questions and to talk about the club and what Lions has done for them.
- Invite an energetic, inspiring Lion or a member in your club with these qualities to discuss:
 - what your club does in your community
 - What Lions do in your District (i.e. BAIT)
 - What Lions do around the world (i.e. Campaign SightFirst II)
 - What Lions has done for Lion speaker
 - What Lions can do for the potential member
 - Include a few inspirational stories
 - No more than 10 minutes and focus on local projects
- Provide sufficient time for a question and answer session
- Thank all the guests for attending to learn what Lions is all about and experience the great things Lions achieve in the community.
- Obtain everyone’s contact information including name, email address, and telephone number.

To determine open house invitees:

- Compile a list of candidates for the invitees to the open house the club feels could be quality Lions.
- Have the Membership Committee review the list to ensure the candidates are vetted.
- Pass a motion to approve an offer of membership to the list of candidates. Do not make an offer of membership yet.
- Personally deliver a letter to each candidate inviting them to the open house to discover what Lions is all about, with no offer of membership.

To promote the open house:

- Post a notice on the club webpage and Facebook page, and submit an article in the local newspaper inviting everyone to discover what Lions is all about.
- For your club’s protection, invitations to an open house should not include an open offer of membership.

During and after the open house:

- During the open house, obtain the contact information of all guests.
- Shortly after the open house, follow-up with each guest to get their feedback and answer any questions they may have. This may produce potential members from the general public.
- Shortly after the open house, follow-up with the list of invitees to get their feedback and ask if they would like to become a Lion.

Additional Open House resources are available below:

- [How to Plan and Conduct a Friendship Night Event](#) - USA/Canada Forum session 2012
- [Club Open House Guide](#) - Multiple District 19
- [Club Sponsor Night](#) - Lions Clubs International

These are just a few practical ideas for you to consider and more ideas will be published on a regular basis.

If your club has experienced successful public relations for an event, please let us know. We need to “get the message out” by sharing these successes to **ALL** clubs in the district.

If you have a question regarding these ideas, promoting your club in your community or if you would like to invite a member to visit your club, please feel free to contact any one of us. We are here to help you to reshape public opinion and improve your club’s visibility so that club activities become a success.

By working together to improve the awareness of our clubs in our communities, we can work towards ensuring effective and successfully promoted club service projects, fundraisers and events.

Together in Lions Service,

Lion James Johnston
District A4 Public Relations and Promotions Coordinator