

Invite People to a Club Service Project

Traditionally, prospective members were invited to three meetings before they were asked if they would like to become a Lion. A more effective technique is to invite them to three 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, in addition to discussing what your club does in the community, it is suggested that you invite them to participate in a service project. Personally participating in a service project allows them to experience “Lions in action” to see what your club does in the community 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.

This is a practical idea for your club to consider and more ideas will be shared on a regular basis. If your club has experienced successful public relations for an event, please get in touch with me or any committee member listed below. We need to “get the message out” by sharing **ALL** of our successes to **ALL** clubs in the district.

If you have a question regarding this idea, promoting your club in your community or if would like to invite a committee 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