

Just Ask! – A New Member Recruiting Guide for Clubs

This is the second year for the Promotions and Public Relations Committee providing support to clubs in their efforts to promote their club in their communities. To date, the following articles have been published:

[District A4 Public Relations and Promotions Committee](#)

[Promoting Your Lions Club in Your Community](#)

[How Do We Share Lions Messages With the Public?](#)

[Lions Printed Public Relations Material](#)

[Key Lions Messages and Questions](#)

[Have a Lions Information Booth at Club Activities](#)

[District A16 YouTube Video Library Assists Club Secretaries With Their Activity Reporting](#)

[Keeping Members Up To Date on Club Activities](#)

[Conducting a Lions Open House](#)

[Be Part of Something that Matters](#)

[Conducting a Lions Club and Community Needs Assessment](#)

[Blueprint for a Stronger Club](#)

[Invite Former Members Back to Lionism](#)

[Follow the Road Map to Club Excellence with the Club Excellence Award](#)

[Does Your Club Have a Marketing Communications Chairperson?](#)

[Become Involved Become a Lion](#)

This article will discuss the [Just Ask! New Member Recruiting Guide](#).

The [Just Ask! New Member Recruiting Guide](#) is an extremely valuable resource that can help you effectively reach out to community members so your Lions club can grow and thrive. After all, more members mean more hands contributing to community service projects that make a real impact.

The guide leads you through a four-step process for recruiting new members:

- **Preparing your club.** Decide what your club wants to focus on and accomplish, as well as who your target members are.
- **Creating your club's growth plan.** The guide includes a Club Growth Plan form to work as a template.
- **Implementing your club's growth plan.** Reach out to potential members, hold an informational meeting and don't forget to follow up with participants!
- **Welcoming new members.** Conduct a new member induction ceremony, and offer new members orientation and mentoring.

Read the [Just Ask! New Member Recruiting Guide](#) for more information. Here is a [Just Ask Excerpt](#) which provides a few quick tips for effectively recruiting new members.

This is just one practical idea 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.

This is the first year for the District A4 Public Relations and Promotions Committee. The committee members include:

Region 13

Lion Judy Grant

Lion Gus Este

Region 22

Lion James Johnston

Region 30

Lion Liz Christie

Region 41

Lion Renee Devenny

Lion Jim Devenny

We are here to assist you in your public relations efforts to enhance your club’s impact on the community.

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,

District A4 Public Relations and Promotions Committee