

Keeping Members Up To Date on Club Activities

Another method of promotion that we often forget is communicating with our own members, hence “we have become our own best kept secret.” Communicating with all club members regarding 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? If not, 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 have faded away and we wouldn’t have known 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.

These are a few practical ideas for you to consider and more ideas will be published regularly.

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 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
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