

Young Adult Recruiting Guide – Who Will Carry Your Club’s Banner in 2050?

Young adult members bring new energy and diverse skills into your club and ensure your club will be in existence in 40 years. By recruiting young adults into your club, you can:

- Gain fresh ideas for service projects and activities
- Increase hands to do more service
- Promote membership that better reflects the community
- Mirror current times
- Breathe life into your club
- Sustain your club

Contrary to popular belief, young adults want to volunteer and are volunteering at a higher rate than normal. We've made it easier to get them involved by providing you with the tools you need.

Tools for Recruiting Young Adults

- The [Young Adult Recruiting Guide](#) and [Young Adult Recruiting Guide PowerPoint](#) teach existing clubs why young adults want to volunteer and provides ideas to revitalize how the club operates in order to attract young adults.
- The [Be Part of Something that Matters](#) brochure targets young adults for membership and is useful when inviting young members.
- The [Become Involved Become a Lion](#) video highlights young adults speaking about why they became a Lion, the benefits of membership and what types of service projects their club is involved in.

These 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