

## **Ideas For Recruiting New Members Into Your Lions Club And How To Keep Them**

Recruiting new members is the lifeblood of this great service organization. New members revitalize clubs by offering new energy and new ideas, and thus providing a much greater impact on our communities. To review details of the bold items underlined in blue in this document, go to the MD”A” website at [www.mdalions.org](http://www.mdalions.org), click on the purple “Lions Resource Centre” button on the left side of the screen, then click on the purple “Recruiting New Members” button, followed by clicking on “Membership Recruiting Ideas Handout” at the top of the page. This document will open up and then click on the items of interest in bold and underlined in blue.

New member recruitment may seem like a difficult challenge, but it doesn’t have to be. Below you will find a few membership recruitment ideas for your consideration:

### **Lions International Membership Programs**

Lions International offers a number of membership programs available to assist clubs in recruiting new members. To review the available programs, click on the links below:

[Boomer Initiative](#)  
[Family Membership Program](#)  
[Club Within A Club](#)  
[Student Member Program](#)  
[Leo to Lion Program](#)

Lions International also offers a variety of [membership discounts and rebates](#).

Would you like to [become a confident word-of-mouth Lion ambassador](#)? When your are meeting a prospective member and sharing the great work your Lions Club does in the community, the first few seconds are the most crucial. What do I say? What is important? What not important? What should I avoid? At the USA/Canada Forum in Saskatoon in 2008 a session provided participants with ideas to help them prepare their “elevator speech”. It can be used to prepare yours as well.

[Conducting an open house or rally to recruit new members](#) is another very effective recruiting method, where a well spoken, energetic and inspiring Lion can talk with the prospective members about the great things Lions do.

The [Lions Community Needs Assessment](#) is another effective method to find relevant Lions projects for your community as well as club members, where you are asking community leaders what they see as important projects your Lions club could be working on. When people see that your club is working on projects that are important to the community, they want to become involved. After all, it is human nature to be part of something important. You could also have a meeting with your municipal council with the same effect.

[Target marketing](#) involves seeking out a special interest group to become members of your club to expand their horizons into new service opportunities, while maintaining the bonds that initially brought them together.

[Club brochures](#) are a great method to promote your club within the community by leaving copies at stores, doctors/dentists offices, places of employment, etc. Include contact information for follow-up.

[Exhibit marketing](#) at a Lions information table or booth at a club event allows you to come face-to-face with the public and prospective members to spotlight the accomplishments of your club.

The [three-person membership committee](#) strengthens a club's membership growth, retention and leadership activities by having a unified team oversee these critical functions. It also spreads the workload from one member to three members, allowing each member to focus on one task.

**Recruiting former Lions** has the added benefit that they already know what Lionism is all about.

## **Public Relations**

Great public relations of Lions events relevant to the community are an excellent method to reenergize members and recruit new members. Maintaining a high visibility on relevant service projects is an excellent public relations tool.

[Thirty Marketing Ideas](#) provides ideas for promoting your club within your community.

The [Club Public Relations Chairperson's Guide](#) provides ideas to allow a club to communicate information about your club to the community.

## **Ideas for Keeping Your New Members**

**Communicate club events and activities** via the club bulletin, a distributed meeting agenda, and meeting minutes to all members so they are always aware of what is happening in the club.

Have a **telephone committee** to contact members in advance of club meetings and events to ensure everyone is aware of current club activities.

The [new member satisfaction survey](#) provides feedback from new members with less than 12 months of service. Their feedback provides a different point of view, demonstrates that you are interested in what new members think, and that you value their input.

Holding [orientation sessions](#) reminds new and experienced members why they became Lions. It is suggested that the sessions be spread over a number of meetings, starting at the club level, to allow members to retain and understand the material being presented to them.

It is a [sponsor's responsibility](#) to ensure that the member they sponsored is involved in club activities.

**Participate in visitations** to other clubs or attend zone meetings. It promotes fellowship, it is fun and you can gain ideas on how other clubs do things.

Have an [active tail twister](#) to have fun and keep meetings lively.

[Recognize members](#) for the great things that they do. It can be formal with an award or gift or informal such as a thank you.

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