



EXTENSION WORKSHOP

Sample Follow-up Letters

Letters that are professional in appearance and personalized add credibility and prestige to joining the new club.

Tips for writing an effective follow-up letter

- Personalize the letter with the name, title, business and address of the individual
- Print the letter on nice paper with the Lion logo in color (samples attached)
- Be sure to proof each letter. Sometimes it is a good idea to have a second person proof the letter.
- Personally sign each letter.
- Change the letter from “Joining and becoming a member” to “considering membership” for letters that are sent to prospective members.
- Mail the letter as soon as possible.

Reminder

Don't forget to send the letter to people who don't attend the meetings and keep following up, they might have been unable to attend the first meeting, but might be able to attend subsequent meetings.



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Sample: Prospects who were unavailable when recruiting

(Sponsor Club Name)
(Sponsor Club Address)

(Date)

(Name and title)
(Address)

Dear _____ :

Sorry I missed you when I stopped by your business. As a leader in your community, I personally wanted to invite you to become a charter member of the _____ Lions Club. I truly believe that you would enjoy participating as a member of this new club.

The first meeting will be held on (date), (time) at (location and address). During the meeting you will have the opportunity to meet other members and discuss possible club projects.

Please feel free to bring other community-minded friends to the meeting!

I look forward to seeing you there. If you have any questions, please do not hesitate to contact me at (phone number and/or e-mail).

Thank you for your consideration in joining the new _____ Lions Club.

Sincerely,

(Your Name)
(Title)



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Sample:

People who have completed the application
and paid the charter fee

(Sponsor Club Name)
(Sponsor Club Address)

(Date)

(Name and title)
(Address)

Dear _____ :

I would like to thank you for your interest in becoming a charter member of the _____ Lions Club. I truly believe that you will enjoy participating as a member of this new club.

The first meeting will be held on (date), (time) at (location and address). During the meeting you will have the opportunity to meet other members and discuss possible club projects.

Please feel free to bring other community-minded friends to the meeting!

I look forward to seeing you there. If you have any questions, please do not hesitate to contact me at (phone number and/or e-mail).

Once again, thank you for joining the new _____ Lions Club.

Sincerely,

(Your Name)
(Title)



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Sample:

People who are interested, but have not have completed
the application or paid the charter fee

(Sponsor Club Name)
(Sponsor Club Address)

(Date)

(Name and title)
(Address)

Dear _____ :

I would like to thank you and congratulate you on joining and becoming a charter member of the _____ Lions Club. I truly believe that you will enjoy participating as a member of this new club.

The first meeting will be held on (date), (time) at (location and address). During the meeting you will have the opportunity to meet other members and discuss possible club projects.

Please feel free to bring other community-minded friends to the meeting!

I look forward to seeing you there. If you have any questions, please do not hesitate to contact me at (phone number and/or e-mail).

Once again, thank you for your interest in joining the new _____ Lions Club.

Sincerely,

(Your Name)
(Title)