



# EXTENSION WORKSHOP

## Recruiting for New Club Formation

### Strategies:

1. **Lead Based:** When recruiting is limited to people who have been recommended or referred by an individual who is interested in chartering a club.
2. **Existing Group:** When an existing group chooses to be a Lions club so that they can conduct community service and utilize training and insurance benefits. This could be an ethnic group or special interest group.
3. **Canvassing:** When a community is identified and a team of Lions personally contact business and community leaders to recruit them into a new club.

### Recruiting:

- For many, the reason for not joining is that they were never asked.
- Community Leaders are vital to new club development because:
  - They are aware of the needs in their community
  - They have the ability to make a difference
  - They are usually aware of community organizations, such as Lions
  - They have the leadership skills needed to give the new club a strong foundation
  - They have the ability to recruit other leaders

### Canvassing Teams:

- Put cell phones on “vibrate”
- Break into teams of two or three (more people may overwhelm the prospect)
- Designate only one person at each visit to talk
- Designate one person to take notes following the visit – outside
- Each team should have plenty of applications

### Approaching and Speaking with a Prospect:

- Walk briskly
- Ask to speak with the business leader – do not try to recruit the staff until the leader is recruited
- Greet him or her with a smile and a firm handshake
- Always be positive!
- Introduce yourself (name and Lion title)
- Ask if they are familiar with Lions Clubs International – regardless of their answer explain that “Lions clubs are community organizations made up of community-minded men and women who are interested in the betterment of their community.”
- Next explain that you are meeting with business and professional leaders in the community to charter a new Lions club.
- Explain that you are calling on them because their business is an important part of the community and ask if they would be interested in being a part of the new club. (Mention member benefits – such as networking)
- Be sure to let him or her know that membership in the club is very reasonable. The charter fee is US\$30 to join and dues are approximately US\$5 to US\$7 a month. Also, mention that meeting dates and times are set by the club and that they would be asked to give their time to participate in projects.
- Provide him or her with the date and time of the meeting and hand them the lined pad of paper listing other community leaders who have joined.

- If the prospect signed the line pad – give them a charter application and ask them to write a check for the charter fees. If the prospect doesn't sign the pad, they will generally ask question about Lions. Touch on one or two projects that clubs do and be sure to explain that each club is autonomous and the members decide the projects that the club undertakes.
- If he or she is not interested, thank them for their time and move on to the next prospect. Continuing to sell will only annoy them.
- If he or she is interested but cannot attend the meeting, ask if they would like to be notified of future meetings.
- If he or she signs up, thank them and let them know that they will receive a follow-up letter with more information about the meeting.
- Regardless of the outcome, always give them your business card or information regarding the club's first meeting and ask if there is anyone else that you should speak to who might be interested in being a part of a Lions club.
- Collect contact information and/or the application and give the information to the Lions who will follow-up.
- Give the prospect a reprinted card with the date and location of the meeting. Do this at the end of your visit, not the beginning.



- Always start at the top (you can sell down, but you can not sell up)
- Do not wait more than 10 minutes  
(Your time is better spent moving on to the next prospect.)
- Find ways to overcome the front desk  
(It is the office manager's job to "screen" visitors)
- Get clues from their office (Look for a special interest)
- Do not carry too much literature
- Share your list of interested people with other team as the list grows, so you have an up-to-date list to show your prospects
- Dress appropriately (Business attire is the most effective!)
- Always be positive and leave them smiling!

### Remember:

- DON'T BE AFRAID TO HEAR THE WORD "NO!"
- PUT YOUR BEST EFFORT FORWARD! You may never have another opportunity to make a good first impression.
- PRACTICE, PRACTICE, PRACTICE! (Before you meet with potential members.)

### Follow-up:

- You must begin your follow-up immediately if you are going to be successful
- Sort into 5 categories:
  1. Charter Members (completed an application and paid fee)
  2. High Interest Prospects (may come to meeting, but didn't complete application)
  3. Other Prospects (may be interested but could not attend meeting)
  4. Possible Prospects (names of people who might be interested)
  5. People who said "no" (names of people who were not interested)
- Send a letter to each person in the above categories
  - Use sponsoring club or district's stationary
  - Need a group of volunteers to prepare the letters
  - Make sure someone proofreads each letter
  - Sign each letter, personalize with a note
  - Sample letters are included in the workshop folder