



EXTENSION WORKSHOP

First Meeting

Objective:

To begin to build the new club's membership and prepare for a successful second meeting.

Attendance:

Approximately 20-25 percent of the people who signed up to join the new club will attend the first meeting.

Tips to increase attendance:

- Send follow-up letters and e-mails to each lead within 48 hours of meeting them.
- Use professional looking letters, by mail, on nice stationery have a better response than simple e-mails.
- Call prospective members, who indicated that they will attend the first meeting, to remind them of the date, time and location.
- Encourage prospects to invite their friends and other community-minded individuals who might be interested in joining.

Set-Up:

- Set the room for fewer people than you expect. Consider having additional chairs available just in case more people attend.
- Do not serve a meal, only light refreshments such as cookies and soft drinks.
- Volunteers should not outnumber the potential charter members. Guiding Lions should be in attendance.
- Volunteers should dress in a professional manner and not wear their Lions vest or too many pins. This may imply that all members have to wear the vest and pins.

The Meeting:

- Personally welcome each participant and encourage him or her to enjoy the refreshments.
- Start the meeting on time. The meeting should not last longer than 60 minutes.
- Welcome the group and ask each person to introduce himself or herself to provide both personal and professional information. (Do not rush this exercise).
- Introduce the Lions in attendance and note that they are attending to assist the new club.
- Present an overview of Lions activities and membership benefits.
- Begin a discussion by asking attendees if they can see how a Lions club can help their community.
- Mention that there is a cost to forming a Lions club and fully explain the membership dues.
- Ask attendees to think about the types of projects that the club could support and invite them to bring a friend to the next meeting. At the second meeting the club will identify projects and begin to work on them.
- Verify that the date, time, and place of the second meeting is convenient for everyone. The second meeting should be within one week of the first meeting and should meet every week until the club is formed.
- Collect charter member applications and fees.

Post-Meeting:

- Send a letter to each attendee, thanking them for attending and include details of the second meeting.
- Send a letter to the prospective members that didn't attend outlining the meeting's accomplishments, noting the possible projects, and provide information on the next meeting.
- Personally contact the people recommended during the meeting to invite them to attend the next meeting.
- Continue to contact other people in the community and invite them to the next meeting.



Agenda

FIRST MEETING

For the _____ Lions Clubs

Date

Location

1. Introductions
2. Brief history of Lions Clubs International
3. Typical Lions projects
4. Discussion of possible projects
5. How a Lions Club is chartered
6. Determine date, time and location of the next meeting