



New Club Development

First and Second Meeting

Training Phase 2

Lions Clubs International

New Club Development

Sponsor Club Responsibilities

- First Meeting
- Second Meeting Continued New Club Development and Recruiting
- Charter Night Celebration



Sponsor Club Responsibilities

Sponsor Club Responsibilities

The sponsoring club plays a critical role in the development of the new club and should carefully foster a supportive role to help the new club officers effectively manage their club.

Lions Clubs International

Today's Volunteer!

TODAY'S VOLUNTEER is focused on the service that they provide and are less concerned with administrative duties. When working with new club officers, always put service activities first (to help them reach their goals!) and then help them find efficient ways to handle the paperwork.

Lions Clubs International

Sponsor Club Responsibilities

To effectively support the club, most sponsoring clubs:

- Recommend two Certified Guiding Lions for appointment by the District Governor.
- Conduct intensive prospective member follow-up.
- Purchase refreshments and other supplies needed for the first and second meetings.
- Co-host a service project with the new club to show support for their activities.
- Co-host the Charter Night celebration.

Lions Clubs International

Sponsor Club Responsibilities

(continued)

- Invite the club officers to their club meeting (or the meeting of another well-run club) so that the new officers can draw from the experience of established clubs.
- Encourage the new club officers to attend zone and district training events.
- Make sure that the new club is accomplishing the goals set by the new club members.



First Meeting

The First Meeting

Objective:

The objective of the first meeting is to begin to develop the club, not to build membership, but also to begin to establish a direction or service focus for the new club and to prepare for a successful second meeting.

Do not be concerned if you have a smaller turnout than expected. Usually approximately 20 – 25% of the people who signed up to join the new club will be able to attend the 1st meeting.

The First Meeting

Tips to increase meeting attendance:

Send an email to each lead within 24 hours of meeting them.

Send follow-up letters to each lead within 48 hours of meeting them. Be sure to use professional looking stationery.

Call prospective members who indicated that they would attend the meeting within three days of the meeting. Remind them of the meeting date, time and location and remind them of project ideas that they may have mentioned to maintain their interest.

Encourage prospects to invite their friends and other community-minded individuals who might be interested in the new club's activities.

If possible, and you feel it is appropriate, visit them in person.

Lions Clubs International

The First Meeting

Room set-up

Set the room for fewer people than you expect. Have additional chairs available off the side in case more people attend. Set the tables in a square so participants face each other.

Consider asking local clubs to display their brag boards so participants get a sense of the activities that Lions support.

Don't be concerned if only a few people attend the first meeting! As mentioned, approximately 20-25% of the people who were recruited will attend the first meeting.

On a positive note – 90% of the people who attend the meeting came with the intention of joining the new club!

Have charter member applications on hand to recruit prospective members.

The First Meeting

Refreshments

Do not serve a meal, only light refreshments such as cookies and soft drinks. The atmosphere should seem comfortable and informal.

Lions Clubs International

The First Meeting

Lions who should attend

The volunteers should not outnumber the potential charter members. Key Lions who should attend would include the organizing Lion and the two Guiding Lions. These Lions should be able to exude enthusiasm, effectively tell the Lion story, but not be overly directive.

These individuals must be able to help the group determine their own mission and purpose.

The First Meeting

Appropriate Dress

The volunteers should dress in a professional manner. As suggested during the recruiting phase, the participants should consider not wearing vests or too many pins so that they dress in a manner that the prospective members can relate to.

By wearing a vest the participants might inadvertently imply that all Lions members must wear vests.

The First Meeting

Purpose of the Meeting

While most Lions are very knowledgeable and enthusiastic about Lions projects and their own personal experience, the attendees will be looking for ways to personally impact their community.

Use this opportunity to show the potential Lions how a Lions club can help them accomplish their dreams as well as serve their community.

Lions Clubs International

The First Meeting

1. Personally welcome each participant as they arrive and encourage the participants to enjoy the refreshments.
2. Start the meeting on time. Keep in mind that the meeting should not last more than 60 minutes.
3. Welcome the group and ask each participant to introduce themselves and ask them to provide both personal and professional information about themselves. If participants brought business cards, let them know they can pass them around. (Allow extra time for this exercise, do not rush them)
4. Introduce the Lions in attendance and note that they are attending the meeting to assist the new club. Introductions should be brief and are typically done by an emcee.

Lions Clubs International

Today's Volunteer!

TODAY'S VOLUNTEER is more interested in what an organization can accomplish and less concerned with titles and protocol.

When the emcee introduces the Lions in attendance, don't focus too much on the Lion's title, focus on the service that the individual has provided.

One exception to this are the Guiding Lions. These key Lions should be introduced as the Guiding Lions along with a brief explanation of the position to the participants know that the Lions are there to support the new club.

Lions Clubs International

The First Meeting

5. Next, present an overview of Lions activities and membership benefits. (This should take less than 10 minutes)

Overview of Lions Membership

- History of Lions Clubs International (2-3 minutes)
- Member benefits (2 – 3 minutes) (tailor the benefits to meet the needs of your audience).
- Notable projects sponsored by Lions in the area (2 – 3 minutes).
- Explain that each club is unique and chooses its own projects (1 minutes or less) .
- Close the presentation by asking participants if they are familiar with Lions activities.

A PowerPoint presentation is available from the New Clubs and Marketing Department to help you prepare your presentation.

Lions Clubs International

Today's Volunteer!

Today's volunteer wants to know what the organization can do today and is less interested in the history and traditions of the association.

To appeal to this new generation of volunteers...

- Stay mission focused – downplay hierarchy
- Encourage individualism – downplay conformity
- Encourage individualism – downplay conformity
- Be Enthusiastic! – the members should enjoy their involvement
- Allow flexibility – remember that the members determine the direction of the new club
- Keep the presentation relevant by tailoring your presentation to your attendees needs

The First Meeting

6. Next, begin a discussion by asking attendees if they can see how a Lions club can help their community.

When the discussion slows,

- Ask each attendee to name one thing that they like about their community.
- Next, ask each attendee to name one thing that could be improved within their community.
- Open a discussion on how things could be changed.
- Close with a brief explanation of how a Lions club could help the participants accomplish their goal and perhaps a story of how a Lions club accomplished a similar task.

The First Meeting

After identifying possible projects, ask the group if they know other people in the community who could help the club accomplish these objectives or would be interested in the club's success.

Collect the names and contact information. Ask an attendee to contact the individuals about the club and invite them to the next meeting.

NOTE: This exercise is further outlined in "Making it Happen" (TK-10) available from the New Clubs and Marketing Department at LCI or downloadable from the web site.

Lions Clubs International

The First Meeting

7. Mention that there is a cost to forming a Lions club. Fully explain the membership dues

- Charter fee: US\$30
- Mention new discounts for family members and students.
- Provide an estimate of annual dues. Note that the club dues will include club, district, multiple district and international dues
- Note that the annual dues are billed semiannually

Lions Clubs International

Current Dues and Fees

The following fees are current as of July 2008

Entrance Fees:

US\$30 for new charter members

US\$20 for transferring charter members

US\$25 for new members joining an existing club

Annual International Dues

International dues are currently US\$39 annually. They are billed semi annually and are prorated for new charter members.

New members will also need to pay district and multiple district dues

Lions Clubs International

Special Initiatives

Student Members: Students through age 30 do not pay an entrance fee and pay only $\frac{1}{2}$ the annual International dues.

NOTE: When forming a new student-based club, the students must pay their dues for the year at the time of charter.

Family Members: The first family member pays the entrance fee and full dues. Up to four additional family members receive a waiver of the fee and pay only $\frac{1}{2}$ annual International dues.

NOTE: New clubs must have at least 10 full paying members to charter.

Lions Clubs International

Special Initiatives (continued)

Former Leos: Former Leos, of any age, receive an entrance fee waiver. And a group of 10 or more former Leos, who are 30 years of age or younger, can charter a new club and extend the benefits to their friends who are also 30 years of age or younger.

Lions Clubs International

The First Meeting

8. Ask each attendee to think about the types of projects that the club could support and invite them to bring a friend to the next meeting who might share their interest.

9. Explain that a club branch or Lions club will further identify initial projects of the club and begin to work on the projects after the next meeting. Note that the branch or new club will be organized during the next meeting.

The First Meeting

10. Plan for the next meeting!

To keep the positive momentum going, the second meeting should be within one week of the first meeting. Some groups meet weekly until the new club is formed.

Verify that the date, time and place of the meeting is convenient and invite everyone to the second meeting. Encourage the participants to invite others.

Congratulate the participants on their progress and close the meeting. Note that once the club is formed, the club may officially begin to work on these projects, or other projects that may be identified by club members.

Collect charter members applications and fees.

Lions Clubs International

Keep the Momentum Going!

Following the first meeting, a team of Lions should:

- Send a letter to each attendee, thanking them for attending the meeting. Provide them with the date, location and time of the next meeting.
- Send a letter to prospective members who did not attend outlining the meeting's accomplishments, noting the possible projects that were mentioned, and providing the date, time and location of the next meeting.
- Encourage the new members to recruit, but be sure to follow up to make sure contact was made.
- Personally contact the people who were recommended during the meeting to invite them to the next meeting.

Lions Clubs International

Keep the Momentum Going!

- Continue to contact other people in the community, not previously contacted, to let them know the progress that the club has made and invite them to the next meeting.
- Be sure to encourage each group to bring other community-minded with them to the next meeting.

Lions Clubs International

Public Relations Opportunity

Further promote the new club by contacting the media (newspapers, local radio and television stations) to announce the new club.

Several posters are available for display.

News Releases and public service announcements are available from LCI and may be downloaded from www.lionsclubs.org. Search “PR Tools.”

Lions Clubs  **International**

Second Meeting

Lions Clubs International

The Second Meeting

The first meeting provided an opportunity to plant a seed in the minds of the attendees and begin the development of the new club.

The second meeting may or may not result in more attendees, but the people who do attend will be more committed to the chartering of the new club.

The Second Meeting

Tips to increase meeting attendance:

In addition to follow-up letters, call people who indicated that they would attend a few days before the meeting to remind them of the meeting and confirm the date, time and location of the meeting.

Encourage them to invite their friends and community-minded individuals who might be interested in the new club's activities.

TRY THIS UNIQUE IDEA!

If the group appears to have a special or unique interest, invite a knowledgeable speaker to come to the meeting to present the topic and how a Lions club can help!

Lions Clubs International

The Second Meeting

Room Set-up and Refreshments

As before, set the room for fewer people than you expect

Refreshments should be light snacks

Have plenty of applications on hand for members to sign up

Again, do not be concerned if you only have a few people attend the second meeting! The meeting should be upbeat, even if turnout is low.

The Second Meeting

Survey Your Participants:

If most of the them are new, you might want to almost repeat the previous meeting and cover the history and information about Lions more thoroughly.

If most of the participants attended the first meeting, move on toward launching the first service project.

Lions Clubs International

The Second Meeting

1. As before, greet each participant as they arrive and encourage the participants to enjoy the refreshments.
2. Start the meeting on time.
3. If new participants are in attendance, ask attendees to briefly introduce themselves providing their name, occupation and interest.
4. Introduce yourself and other Lions. (Remember to focus on service accomplishments instead of titles)

The Second Meeting

5. If new participants are in attendance, provide
 - A very brief history of Lions Clubs International
 - Member benefits
 - Note local projects sponsored by Lions
 - Explain that each club chooses its own project

6. Note that during the previous meeting, the group had identified new projects that the new club might consider. Review the list of possible projects and invite the new attendees and others to make additions to the list.

The Second Meeting

7. Noting that every project is important, ask the group to identify three projects that they would like to undertake. If possible, encourage the group to choose projects that could be accomplished quickly so that the members (and the community) can see the progress being made.
8. Begin an open discussion on how the projects could be accomplished. Ask the group what they think they can accomplish before the next meeting.

The Second Meeting

9. Explain that before the group can move forward, an application is needed so that the members are covered by liability insurance and can do community service as Lions.

Collect additional applications. If you have recruited 20 members or more, charter a new club; if you have recruited less than 20 members, form a club branch

Note that to complete the application, the group will need to nominate officers (either branch liaison or charter club officers). Explain each position and ask the group if they are ready to hold elections now, or if they would like to hold elections during their next meeting.

Lions Clubs International

The Second Meeting

10. If the group decides to hold elections, conduct the elections and then complete the paperwork and set up a meeting with the club officers to begin new club officer training. (Further outlined in the Certified Guiding Lion training) Once elections are held, encourage the new officers to lead the meeting and offer assistance only when needed.
11. Set up a time, date and place to hold the next meeting.
12. It is always better to charter the new club while the enthusiasm is high. If possible, elect offices by the third meeting even if 20 members have not been recruited.

The Third Meeting

A third meeting might be needed to reach additional prospects. However, if at all possible, form a club branch or a fully chartered club before the close of the third meeting.

Research shows that when club formation is slow, initial interest is lost. The best solution is to form a club branch so that activities can begin and interest is maintained. We often find that once activities begin, it is much easier to recruit new members.

The Third Meeting

By the close of the third meeting, or there are between 10 to 12 people:

- Officers should be elected
- The group should have taken significant steps toward their first service project
- The group continues to recruit and build membership

IMPORTANT!

Transition of Leadership

The goal is to develop a strong self-sufficient Lions club. As the officers are elected, begin encouraging the officers to take control of the meeting and activities and encourage them to delegate to other club members to get them involved. However, be careful not to overwhelm them. Gauge their leadership ability and offer support and guidance only when needed. Communicate with the officers frequently to make sure that they feel comfortable in their role.

Consider pairing new club officers with effective sponsoring club officers for training and mentoring.

Lions Clubs International

Public Relations Opportunity

Further promote the new club by contacting the media (newspapers, local radio and television stations) to announce the new club.

News releases and public service announcements are available on the web site located at www.lionsclubs.org
Search “PR Tools.”

Lions Clubs International

Continued Follow-up

- ✓ Send a letter to each attendee. Thank them for attending the meeting. Provide date, location and time of the next meeting.
- ✓ Send a letter to prospective members who did not attend. Outline the meeting's accomplishments, note the possible projects that were mentioned and provide the date, time and location of the next meeting.
- ✓ Personally contact the people who were recommended during the meeting to invite them to the next meeting.
- ✓ Continue to contact other people in the community not previously contacted to let them know the progress the club has made and to invite them to the next meeting.
- ✓ If possible, begin to shift follow-up responsibilities to members of the new club so they can begin to build their own membership.



Continued Club Development

Lions Clubs International

Continued Growth

Once the club branch or chartered club is formed, the Guiding Lion should assist the officers to help the group

- Continue to recruit members
- Promote their group's activities
- Make sure officers receive support from the district and receive officer training
- Continue to launch meaningful community projects
- Assist officers when needed

Most of the information is outlined in the Certified Guiding Lion training.

Certified Guiding Lion Course

The Certified Guiding Lion Course provides:

- Skills of a Successful Guiding Lion
- Materials from LCI
- Club Officer Roles and Responsibilities
- Club Officer Training Outline
- Project Management
- Membership Development

Certified Guiding Lion Course

Course Materials

The course may be taken at your own pace as a correspondence course or as a group in a classroom setting. The materials, including a PowerPoint for group presentations, are available from the New Clubs and Marketing Department and online at www.lionsclubs.org.



Charter Night Celebration

Charter Night Celebration

The charter night celebration is an optional event, co-hosted by the sponsoring club and the newly chartered club.

The event provides a wonderful opportunity for the sponsoring club and the district to show their support of the new club. The sponsoring club should take the lead to help the new club organize the event. Take care not to overburden the new officers and distract the members from the service work that they plan to provide.

Lions Clubs International

Charter Night Celebration

The Charter Night Planning Guide (TK26) is available to help plan the event and includes:

- Sample programs and agenda
- News releases and speeches
- Planning timeline
- Protocol
- Services available from Lions Clubs International

The guide is available from the New Clubs and Marketing Department and online at www.lionsclubs.org

Lions Clubs International



Sharing the Lions experience with new people helps us reach more people in need, but new clubs also introduce fresh new ideas, expands our fellowship and brings new leaders into our organization.

New club development is critical to our association's future.

Thank you!