



Planning for Successful New Club Development

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Program Overview

Pre-Workshop Planning

Morning:	Review checklist and discuss recruiting strategies
Early Afternoon:	Visit location/meet with area leaders
Late Afternoon:	Certified Guiding Lion Training (4 hours)

Day 1: General Workshop

Morning:	Group Recruiting training
Early Afternoon:	Fieldwork
Late Afternoon:	Review activities/begin follow-up

Day 2: General Workshop

Morning:	First and Second Meeting training
Afternoon:	Fieldwork/continue follow-up

Day 3: General Workshop

Morning:	Fieldwork
Afternoon:	Fieldwork/review activities/continue follow-up

Plan for Success

Location Development

- Identify 2 – 3 new club locations
- Collect a map of the area and note the main business areas.
- Secure a location for the club's first meeting.
- Find out if there are other service clubs in the area.
- Begin to develop a prospect list of key leaders.

Plan for Success

Prospect List Development

Gather a list of key community leaders from each area.

- Leaders – Mayor, City Officials
- First Responders - Police Chief/Fire Chief
- Schools and Educational Institutions
- Business and Commerce Leaders (Chamber of Commerce and Banks)
- Health Institutions – Hospitals
- Lion Network – People in the community referred by Lion.

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Plan for Success

Team Development

- Sponsoring Club
- 2 Certified Guiding Lions
- Team Leader or Organizer
- Follow-up Team (should include Guiding Lions)

Consider the communities that will be targeted. Choose Lions who will represent LCI and relate well to the targeted group!

Plan for Success

Meeting Needs

- Secure a location for training that is near the new club site
- Provide a projector and a screen for the training session
- Develop an agenda for the meeting
- Personalize new club promotion flyers with the organizers name and contact information.
- Make a flyer or card with the date, time and location for the first meeting. Include the organizer's name and contact information
- Provide pens and pads of paper for participants
- Bring an Extension Kit for each area – that LCI will mail prior to workshop.

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Plan for Success

Promote the Workshop

- Promote the workshop to key Lions using mailings, district newsletters, personal invitations and e-mail
- In addition to members from the sponsoring club, appointed Guiding Lions and the club organizer(s), strongly encourage the MERL Team (specifically the Extension Chairperson) to attend
- Encourage the VDG, zone and region leaders to attend
- Invite other quality members who might have an interest in extension
- Be sure to personally contact interested Lions to confirm their participation
- Remind participants to wear business attire!

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Are We Ready to Move on?

Was there anything mentioned that needs further work or follow-up?

- ✓ Meeting place and equipment ready for training?
- ✓ Expecting good attendance for training?
- ✓ Canvassing territories set and maps ready?
- ✓ Prospect lists prepared for each area?
- ✓ Team in place for each area?
- ✓ First meeting for the new club(s) has been scheduled and meeting place(s) secured?
- ✓ Flyers and cards printed to promote club's first meeting?

Designate a Lion to complete any item that needs further attention!



Strategies for New Club Formation

Strategies for New Club Formation

Lead-based: When recruiting is limited to people who have been recommended or referred by an individual who is interested in chartering a club.

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 a special interest group.

Canvassing: When a community is identified and a team of Lions personally contact business and community leaders to recruit them into a new club.

Of course, these strategies are often combined!

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Begin with “Lead based”

Begin by meeting with the mayor or other high ranking city officials to inform them that a new club is being formed, to begin to understand possible community needs in the area and to gather the names and contact information of other community leaders who might be interested in participating in new club activities.

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Recruiting Community Leaders

While many Lions might feel uncertain about approaching leaders to discuss Lions, they usually find that many people are generally aware of Lions activities and view the association in a very positive light.

For many, the reason for not joining is that they were simply never asked.

Recruiting Community Leaders

Reaching community leaders is 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 the Lions
- they have the leadership skills needed to give the new club a strong foundation
- they have the ability to recruit other leaders

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Recruiting Community 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 (an extension leader or assistant) at each visit to talk.
- ✓ Designate one person to take notes following each visit.
This should be done privately, outside the business, and preferably by one of the Guiding Lions.
- ✓ Each team should have plenty of applications, a lined pad of paper, a pen and an envelope.

Recruiting Community Leaders

Approaching a Prospect:

- Walk briskly.
- Ask to speak with the business leader - do not try to recruit the staff until the leader is recruited.
- Greet them with a smile and a firm handshake.
- Always be positive!

Recruiting Community Leaders

Approaching a Prospect (continued):

Use script for the following:

- Introduce yourself (name and Lion title)
- Ask them 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.*”

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Recruiting Community Leaders

Next explain that you are meeting with business and professional leaders in the community to charter a new Lions club. (Note: you are not trying to charter a new club..you will charter a new club.)

Explain that you are calling on them because their business is an important part of the community. Ask if they would be interested in being a part of the new club. Mention member benefits, such as networking, if appropriate.

Be sure to let them know that membership costs in the club are very reasonable. The charter fee is US\$30 to join and dues are approximately US\$5 to US\$7 a month. Adjust if needed to include local fees. 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.

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Recruiting Community Leaders

Provide them the date and time of the meeting and hand them the lined pad of paper listing the other community leaders who have joined. (This is a very powerful exercise when they recognize the other leaders.) Ask them to add their name to the lined note paper.

Wait! Stop talking! Allow the prospect to review the names.

If the prospect signed the lined note pad ... give them a charter application and ask them to write a check for the charter fees.

Recruiting Community Leaders

If the prospect does not sign the pad, they will generally ask questions about Lions. Be very careful. While you might touch upon one or two projects that clubs do, be sure to explain that each Lions club is autonomous and the club members decide the projects the club undertakes. You might try asking them if they are aware of a need in their community. Follow with a second invitation to join by asking them a second time if they would like to be part of the new club.

Recruiting Community Leaders

If they are not interested, thank them for their time and move onto the next prospect. Continuing to sell will only annoy them!

If they are interested but cannot attend the meeting, ask them if they would like to be notified of future meetings.

If they sign up, thank them and let them know that they will receive a follow-up letter with more information about the meeting.

Recruiting Community Leaders

Regardless of the outcome, always give them your 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.

If you feel they would welcome the idea, ask them to contact the individual to setup an appointment for you or even personally introduce you to the individual.

Recruiting Community Leaders

Collect contact information and/or the application and give the information to the Lions who will follow-up.

Give them a preprinted card or flyer with the date, time and location of the meeting. Do this at the end of your visit, not the beginning.

Recruiting Community Leaders

Remember:

Don't be Afraid to Hear "NO!"

This could be a temporary state of mind.

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.)

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Tips When Chartering Business Clubs

- When recruiting business men/women, remind them that being a Lion is a great networking opportunity.
- Mention that they will have an opportunity to talk about their business during the first meeting and may hand out their business cards to all those who attend.
- Consider purchasing a plastic business card holder to put cards in, while recruiting, to show other's the businesses that were recruited already.

Role Play Exercise



Exercise!

Break into teams of two or three

If possible, groups should be diverse in age, gender and Lions experience so that new ideas can be shared.

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Today's Volunteer

Today's volunteer may not be familiar with some of the traditions and rituals of an established Lions club. We often find that new club members choose not to wear the traditional Lions club vest. For this reason, it is a good idea to dress in business attire, with your Lions pin (without your Lions vest) when recruiting members for a new club.



Prospect Follow up

Prospect Follow-up

Follow up needs to begin IMMEDIATELY to be Successful!

1. Divide contacts into the five groups mentioned on the next slide.
2. Be sure to take prospects off of the prospect list so they are not approached by other Lions.
3. Designate a Lion from the sponsoring club, the Guiding Lion or the club organizer to collect and follow-up with each lead.

Prospect Follow-up

Sort contacts into five categories

Group 1: Charter Members (completed an application and paid the charter fee) – send letter of congratulations.

Group 2: High Interest Prospects (may come to meeting but did not complete an application) - send letter inviting them to the meeting.

Group 3: Other Prospects (may be interested but could not attend meeting) - keep them on the mailing list for future meetings and contact them following each meeting to inform them of the club's progress. Continue to invite them to get involved.

Group 4: Possible Prospects (names of people who might be interested) Determine a time to contact them in person.

Group 5: People who said “no”: Keep a list of people who were not interested and consider sending them the first few mailings about the new club if you think their attitude might change, Also make sure that no one else contacts them so they do not feel harassed.

Prospect Follow-up

Personalized Letter:

- Use the sponsoring club or district's stationary.
- Designate a group of volunteers to prepare the letters.
- Make sure someone proofreads each letter.
- Sign each letter and personalize it with a note.
- Sample letters are available in the training folder!

Continue Follow-up

Lions who have volunteered to follow-up leads will need:

- ✓ Stationery
- ✓ Stamps
- ✓ Sample follow-up letter

GOAL: To mail all follow-up letters today

Let's Go!