



# Recruiting for New Club Formation

# Lions Clubs International

## Workshop Overview

**Day 1:** Morning: Canvassing Training  
Early Afternoon: Fieldwork  
Early Evening: Review activities/begin follow-up

**Day 2:** Morning: Fieldwork  
Early Afternoon: First and Second Meeting training  
Late Afternoon: Review activities/continue follow-up

**Day 3:** Morning: Fieldwork  
Afternoon: Fieldwork/review activities/continue follow-up

***What are we selling?***

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*First and foremost, you must...*

Understand that you are not selling a product, you are selling the individual his/her dream.

And

You must believe in yourself and our association.

## Three Main 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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## Today's Training

Will focus on skills needed to successfully recruit.

Welcomes the use of other techniques that are available from the group.

Will focus on the identification and recruitment of leaders.

Dress appropriately. Business attire. No vests or gym shoes.

## Pre-Canvassing Effort: What We Have Done So Far

### Identified the Location and Gained the Support of Local Lions

- Determined areas for development
- Identified a sponsoring Lions club
- Appointed Guiding Lions
- Recruited extension team (including Lions who are ready to follow-up each lead)
- Obtained materials from the New Clubs and Marketing Department at LCI

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## Pre-Canvassing Effort: What We Have Done So Far

### Conducted Site Development Research

- Identified community leaders
- Scheduled canvassing effort and secured meeting space
- Scheduled first new club meeting and secured a meeting space
- Identified other clubs in the area. Tried not to conflict with their meeting times and dates
- Identified the Lions services that are available for the people in the new community

## Canvassing

Today we will focus on recruiting community leaders through canvassing.

One of the most effective ways to recruit members for a new club is to contact community and business leaders in person to inform them of the formation of a new club and invite them to join.

## Canvassing

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.

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## Canvassing

**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

## Canvassing

### 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 out of view of the person who was recruited, 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.

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## Canvassing

### Approaching a Prospect:

- Walk briskly.
- Ask to speak with the business/community 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!

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## Canvassing

### 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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## Canvassing

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 and 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 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. 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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## Canvassing

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.

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## Canvassing

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 that 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.

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## Canvassing

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.

Regardless if they are interested or not, **ALWAYS** ask if they can recommend someone who would be interested in joining.

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## Canvassing

Regardless of the outcome, always give them your card or information regarding the club's first meeting 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.

## Canvassing

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

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

## Canvassing

**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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## More Canvassing Tips

- **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.**

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## More Canvassing Tips

- Share your list of interested people with other teams as the list grows so you have an up-to-date list to show your prospects.
- Dress appropriately – Business attire is by far the most effective!
- Always be positive and leave them smiling!

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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.

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## 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\$39.00 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*

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## 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 one 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.

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## 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.

# Role Play Exercise

# Exercise!

Break into teams of two to three

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

## Today's Volunteer

Today's volunteer might 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 important to dress in business attire, with your Lions pin (without your Lions vest) when recruiting members for a new club.

## Prospect Follow-up

YOU MUST BEGIN YOUR FOLLOW-UP  
IMMEDIATELY IF YOU ARE GOING TO BE  
*SUCCESSFUL!*

You will need an individual or group to volunteer to  
collect and follow-up 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 the 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.

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## Prospect Follow-up

### Personalized Letter:

- ✓ Use the sponsoring club or district's stationary.
- ✓ Assemble a group of volunteers to prepare the letters. (Any volunteers?)
- ✓ Make sure someone proofreads each letter.
- ✓ Sign each letter, personalize with a note.

Sample letters are available in the workshop folder.

**Let's Go!**

# Welcome Back

## What Did You Discover?

(Group Discussion)

## Group Discussion: Canvassing

Which strategies worked?

Did you adapt the script?

## Group Discussion: Canvassing

What obstacles did you face?

Ideas for overcoming the obstacles.



Accomplishments!

## Preview of Tomorrow

Meeting location

Meeting time

Break into new teams

Recruiting locations