



EXTENSION WORKSHOP

Workshop Promotion

Program Objective: To simultaneously train 10 or more Lions per workshop and charter a new club. To accomplish this objective, it is important to promote the workshop to extension minded lions.

People who should attend the workshop:

- Extension chairs
- MERL chairs
- District governor
- Vice district governor
- Guiding Lions assigned to the new club
- Sponsoring club members

Ways to Promote Your Workshop:

1. Send e-mails to all club presidents within your district to notify them of the workshop and to invite them and members of their club to participate.
2. Include an article in your District Governor Newsletter.
3. Send a letter/flyer to each club to discuss at the next club meeting.
4. Plan the workshop in advance to provide adequate time to promote the workshop within your district.
5. Talk about the workshop in day-to-day conversations.
6. Be excited! If you are excited about building new clubs, others will then want to be part of the excitement.

TIMELINE

As soon as your workshop is approved by LCI, you should begin promoting your workshop to all extension minded Lions. Continue promoting up until the day of the workshop. You can never have too many Lions trained to build new clubs. The more Lions that attend the workshop, the greater the success of forming new clubs!

- 1-2 months prior** — Send out letters, e-mails and make phone calls to extension-minded Lions.
- 2 weeks prior** — Confirm participants and continue to build participation.
- 1 week prior** — Send out an e-mail reminder to those who had confirmed and to those who have not responded about the workshop. Be sure to remind participants to dress appropriately and be ready to recruit.



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Sample Letter or E-mail

(Name)
(Address)

(Date)

(Name and title)
(Address)

Dear _____ :

I would like to invite you to participate in an Extension Workshop, hosted by Lions Clubs International, that our district will be holding on _____ (start date) through _____ (end date) at _____ (location and address).

By attending, you will learn key strategies for identifying potential new club locations as well as how to approach and recruit important community leaders. There is nothing more exciting than participating in building a new club that will touch many people's lives. You can also use these methods learned in the workshop to go back and rebuild your own club or create new clubs.

Please contact me at _____ (phone and/or e-mail) if you are able to attend. Also, please feel free to bring other extension-minded Lions to the workshop!

I look forward to seeing you there.

Sincerely,

Your Name
Title