

How to Revitalize Your Lions Club

1. Seasoned Lions must have right attitude about growth:

- must be willing to change or keep open mind toward change (uniforms, meeting times, club projects, etc.)
- must be willing to talk about what is right with the club and Lionism, not what is wrong with club and Lionism. Accentuate the positive!
- must be familiar with the club's legacy and why it's worth saving -- inspire new members.

2. Seasoned Lions must be willing to do the leg work in finding new members: -

need to identify potential members, reach out to them, market the club and the concept of Lionism, and follow-up with these individuals. The club can rely on district officials to help with this work, but must take the lead.

3. Try new recruitment techniques:

- cocktail party, coffee social or similar affair advertised in local paper, church bulletin, etc. Keep it free to guests and by all means, keep it informal! Formal presentations are boring, no matter how worthy the topic. Don't scare off potential members who may have many reservations about joining any organization. Let seasoned members mingle among the crowd and talk about projects near and dear to their hearts in casual conversation. Invite those who have benefitted from your help in the past to sing your praises. Let prospects see how excited your members are about serving others. This is the best sales pitch. Don't pressure people to join there and then. Follow-up with invite to club meeting or ask them to participate in a service project. Win over their hearts, then their dues!

4. Work through a community leader:

- Identify an active individual within the community who can inspire others to join him/her in a charitable goal. Ask that person to take the lead on a community project of interest to him/her as an "honorary Lion." In the course of the project, sell this person on the concept of Lionism. Work with this person and the volunteers that he/she is able to gather to achieve the goal and publicize the cooperation. Consider the non-Lions who participated as potential members.

5. Publicity!

- Publicize your club events. Chronicle past achievements on special anniversaries. Let the community, and potential new members, know about the important work you do and how you serve others.
- Take pictures! B/W, color, doesn't matter. Write up a brief paragraph describing activity and persons featured and send it into local paper. Local papers are always looking for neighbors in the news. Vary the faces of club members in the pictures, those who know them will ask questions.
- Always include line, "For information about joining the world's largest service organization call . . ."

6. Involve new members immediately:

- Get new Lions involved in projects immediately, but provide proper guidance and nurturing. Don't drop projects in lap of untested Lions and expect them to succeed. Listen to their ideas, let them take risks. Let them feel that they have an investment in the outcome of projects. This will win them over.

7. Don't scare them off!

- Keep meetings meaningful, short and fun.
- Make new members feel welcome and special. Avoid reverting to old cliques.
- Don't bore new members with details about the organizational structure of the district or International.
- Keep new members focused on the club and the community.
- Don't lose them before we've won over their hearts!

Conduct a "Membership Drive" as a Club project Appoint a Lion to head up each aspect of the drive:

1. Identify potential members: -

Chamber of Commerce

- Church Groups

- Community Leaders -

New residents

- Friends, Family, Co-workers

2. Agree on Strategy for reaching out to these potential members: -

Mailing

- Social event (cocktail party, coffee and dessert gathering, etc.) -

Newspaper story

- Community fair

3. Sell Yourself

- Make use of pamphlets and material from International

- Create a Club brochure that details club and district projects

- Testimonials from those in community who have benefited from Lion projects

- Upcoming projects that will benefit from involvement of new members -
Accentuate the positive!

4. Follow-up

- Invites to meetings

- Telephone calls from friendly members -

Newspaper Stories

5. Review and Analyze:

- What worked, what can be improved, what new ideas can be implemented

Keep New Members Interested, Excited, Involved

- Get new Lions involved in projects immediately, but provide proper guidance and nurturing. Don't drop projects in lap of untested Lions and expect them to succeed.
- Let new Lions run with new ideas, new projects, or new manifestations of old projects that may not have been successful in the past. Give them a stake in the Club!

Seasoned Lions must exhibit positive attitude toward Lionism in general, and involvement of new Lions in particular. Encourage new Lions and their ideas. Encourage new Lions even in a doomed effort: turn it into a useful learning experience (e.g., heat detector Christmas ornaments).

Don't scare new members off with long, boring meetings. Keep meetings meaningful and short. Spare them the boring details about the inner workings of the district and International. Let them learn to love the Club and what Lions do for the community before boring them with details about the organizational structure of Lionism.

- Don't lose them before we really have them!