

## **From the Membership Chairperson**

### **Quick and Easy Membership Ideas**

These simple, effective strategies will help boost your club's membership efforts.

- 🕒🎯 Never underestimate the power of public relations. Be sure to publicize your club's activities. Positive media coverage builds community support and interest in your club.
- 🕒🎯 Always have your club's brochures available at public events. Have a section on the brochure with contact information if people are interested in learning more about your club.
- 🕒🎯 Order copies of "Unwrap a Gift" (ME-34) from International Headquarters and mail to select people in your community
- 🕒🎯 Hold an informal "Invite a Friend" night during a regular club meeting. Encourage every member to bring a friend to the event to learn more about Lions clubs membership.
- 🕒🎯 Allow members to bring a friend or prospect to assist during one of your club's service activities or fundraisers to get a first-hand look of your club in action
- 🕒🎯 Hold a membership open house. Ask each member to invite at least five people and open the event to the public. Set up displays highlighting your club's contributions to the community and have members on hand to answer questions from attendees.
- 🕒🎯 Challenge your members to meet a specific recruitment goal for the year. Plan a fun, festive kick-off for the challenge during your meeting. Keep momentum going by reporting your success during meetings and in your club's newsletter and on its Web site.
- 🕒🎯 Encourage members to invite every qualified individual they encounter to consider Lions clubs membership. Remind them periodically throughout the year.
- 🕒🎯 Show your club's pride! Build the impression of your club as a vital part of the community. Participate in community events whenever possible – have booths at events, march in parades – be visible!
- 🕒🎯 Ask community welcome organizations to include information about your club in their "welcome to the community packets." Local real estate agents may also be able to provide this service.

- ⌚📍 Appraise the “competition.” Most communities have several organizations that compete for the same members. Look at the opportunities that your club offers that other clubs might not provide. Also review the areas where other clubs may excel – such as a more convenient meeting time and place. Make adjustments if appropriate and feasible.
- ⌚📍 Have buttons or T-shirts made for each active member that says “Ask Me About Lions” to elicit questions from community members.
- ⌚📍 Explore low-cost advertising options such as school or organization newsletters, local sporting event programs, etc.
- ⌚📍 Have your club’s meeting time and location, along with a contact name and number for membership inquiries, placed in the community calendar section of a local paper.
- ⌚📍 Have a link to your club’s Web site added to your community’s Web site.

#### District and Multiple District Membership Chairperson’s Guide

- ⌚📍 Look at your partners for new members. Does your club work with the school system, eye health professionals or other community businesses? People that have worked with your club personally are often excellent prospects.
- ⌚📍 Consider unique extension efforts, such as sponsoring a Club Branch or New Century Lions Club to reach a new demographic.
- ⌚📍 Encourage members to invite their spouses to join!
- ⌚📍 Stimulate family participation by involving whole families in the Lions experience – provide children with supervised activities during club meetings while adults tend to business. Give appropriately aged children a role in club service activities. Form a babysitting co-op for younger children.