

TIPS
&
TECHNIQUES
FOR
RECRUITING
NEW MEMBERS



INTRODUCTION

The main purpose of our document is to provide some information to Lions like you and me so that we can feel comfortable asking friends, co-workers, family, etc. to join a Lions Club.

We will provide you with ways to feel comfortable in this process.

Potential members should be made to feel special during this process. At some point, the Lion should tell the potential member that membership in the Lions is by “invitation only” and that he/she feels that this person would make a fine addition to the family of Lions.

This booklet is organized into the following easy-to-use sections:

- I. Getting Started**
- II. Preparing for the Appointment**
- III. Meeting with the Prospect**
- IV. Attending Club Meeting With Prospect**
- V. Follow-up With Prospect**

I. GETTING STARTED

- 1. Make a list of five (5) or six (6) local area individuals who you would like to have in your Lions Club. It is important that these people are located within your club's service area. Since your club projects will most likely affect the residents of this area, let's make sure our new member is also in this area. Consider the following categories:**
 - A. Friends**
 - B. Church acquaintances**

- C. Co-workers**
- D. Neighbors**
- E. Members of the local recreation association**
- F. Bank employee**
- G. Building contractor**
- H. Doctor**
- I. Financial advisor**
- J. Postal employee/mailman**
- K. Local government official**
- L. Plumber**
- M. Teacher**
- N. Barber/hair stylist**

- 2. There are many more examples but sit back...close your eyes...imagine the faces of those who you would like to work with in your club.**
- 3. Unless you see the individual on a weekly or more frequent basis, it is suggested that you call the prospect on the telephone. Although a phone call is not the only means to make the initial contact, we feel that it is definitely better than a letter which may never get a response**
- 4. When making your phone call, introduce yourself and make only sufficient small talk to make the person feel comfortable, then ask for an appointment to discuss the “Hometown” Lions Club. Tell the prospect that membership is by invitation only and it is the policy of the club to invite worthy community members to attend a club meeting as a guest of the club.**

5. **Remember, one of the goals of this call is to set up a meeting with you and the potential member. Do not spend longer than ten (10) minutes on this call; you will do most of talking at the meeting.**
6. **If the prospect agrees to an appointment, give him/her the option of meeting at your home or a location of their choice.**



II. PREPARING FOR THE APPOINTMENT

- 1. In order to feel comfortable for a contact to be made, each Lion should have some basic information at his/her disposal. This list will include:**
 - A. Club roster**
 - B. Club brochure or tri-fold**
 - C. A list of club service projects that have been completed in the last two years**
 - D. A list of the club's humanitarian donations made this past year**
 - E. A list of club fund-raising events**
 - F. A club and District newsletter**
 - G. A copy of the "Lions Make a Difference" brochure**
 - H. A recent "Pride" and "Lions" publication**
 - I. Our organization is open to men and women who are 18 years old and above**
 - J. Be prepared to explain the initiation fee and annual dues structure of your club...if you are not asked about this, wait until a later time.**



III. MEETING WITH THE PROSPECT

- 1. When meeting with a potential member, be very “up-beat” and show your pride in being a Lion.**
- 2. Identify your Lions Club as a service club consisting of local men and women united to improve and serve the community. Although “sight” concerns are high on our priority, we serve many others including the youth and the less fortunate.**
- 3. Explain that the Lions help to build playgrounds, sponsor Scout troops, provide college scholarships, pay for eye exams and eyeglasses and summer camping for those children and adults who can not afford it.**
- 4. Tell your prospect that in addition to doing a service, it is a means of making new friends and developing leadership skills.**

- 5. Mention some of the interesting speakers who have been at your club meetings.**
- 6. Be sure to tell the person when your club meets and the time of the meetings. If your club has dinner meetings, also indicate this to your guest.**
- 7. Be prepared to handle the “I don’t have time” objection by responding that...”we only ask that you attend one meeting or project per month”. This amounts to only about 1 ½ hours during a month. Most of our members eventually find time to attend more but we understand your time commitments to family and work.**
- 8. Do not drag the meeting on too long. When you sense an ending is near, ask the prospect and his/her spouse to join you at your next club meeting as a guest of the club. Tell them when the next meeting will occur and wait for a response/reaction.**
- 9. If he/she agrees to attend, suggest that you pick them up and you can ride together. Include the spouse in the invitation. Tell the guest that you will make the necessary reservation and if they need to cancel, please call me. Have your name and phone number available for them and hand it to them as you are leaving.**



IV. ATTENDING CLUB MEETING WITH PROSPECT

- 1. Call your guest a few days prior to the club meeting and check to see if they are still planning to attend your club meeting.**
- 2. It is advisable to actually pick up the candidate and drive them to the meeting but that is not always met with enthusiasm. Make arrangements to either pick up the prospect or meet them at a certain time prior to the meeting. Be sure to arrive at least 20 minutes before the meeting starts so that introductions can be made on an informal basis.**
- 3. Ask the club president to call on you so that you can introduce your guest at the beginning of the meeting.**

- 4. When making the introduction, give everyone some information about your guest...where he/she lives, family, occupation and interests. You probably got this information at your earlier meeting with the candidate.**
- 5. Remind the club president that he/she could explain the opening of the meeting items in more detail than normally done. That is, explain that we sing "America", say a pledge, prayer and a Lions Toast. Other Lion activities may also need explaining as the night goes on. This is all done to make the guest feel more comfortable.**
- 6. Before and after the meeting, use every opportunity to personally introduce the guest to as many members as possible.**
- 7. Perhaps the guest may be called upon at the end of the meeting to ask any questions or give some comments about the meeting. At the very least, the president should thank the guest for attending.**
- 8. Following the meeting, the sponsoring Lion should also thank the guest and tell them that he/she hopes to see them at future meetings.**
- 9. There will be a follow-up phone call.**

V. FOLLOW-UP WITH PROSPECT

- 1. A week after the club meeting, call the guest and ask them if they will attend the next meeting or a project that is being conducted. Try not to be pushy...just get a feeling for their intentions.**

2. **If your prospect elects to attend the next meeting, this is the time to invite him/her to join the club.**
3. **Explain the membership process of completing an application form and submitting an initiation fee. This application would be presented at the next Board of Directors meeting and voted upon.**
4. **This is a good time for the candidate to ask any questions before continuing.**
5. **In the event that the guest does not attend the second meeting, patience is requested. Not every guest will join your club. Don't give up! The more you do this process, the more comfortable you will feel with all of the necessary steps. Remember....keep asking people to give Lions a chance...without your invitation, a "great member" may never get the opportunity to be part of the best service organization in the world.**



The Leadership and Membership Committees of the MERLOW Team hope that this document will be useful in recruiting more members into the wonderful world of Lionism.

Participating Lions who made this publication possible:

**Lion Ray Taylor – Leadership Chair
Lion Leon Cameron – Membership Chair
Lion Bud Godshalk – Leadership
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