

Membership Ideas

Effective strategies will help boost your club's membership efforts.

- 🕒👁️☐ Never underestimate the **power of public relations**
- 🕒👁️☐ **Develop and Always** have your club's brochures available at public events.
- 🕒👁️☐ Hold an informal **"Invite a Friend"** night during a regular club meeting.
- 🕒👁️☐ Encourage members to **bring a friend or prospect to assist** during one of your **club's service activities or fundraisers**
- 🕒👁️☐ Hold a **membership open house**. Encourage each member to invite at least five people and open the event to the public.
- 🕒👁️☐ Challenge your **members to meet a specific recruitment goal** for the year Plan a fun, festive kick-off for the challenge during your meeting.
- 🕒👁️☐ Encourage members to **invite every qualified individual they encounter** to consider Lions clubs membership.
- 🕒👁️☐ **Show your club's pride!** Build the impression of your club as a **vital part of the community**.
- 🕒👁️☐ **Partner with community welcome organizations (Join the Chamber of Commerce)** and have them include information about your club in their "welcome to the community packets."
- 🕒👁️☐ **Appraise the "competition"** and look at the opportunities that your club offers (**fill a need**) that other clubs might not provide. **Determine the areas where other clubs may excel (Emulate others' Successes)** – such as a more convenient meeting time and place. When appropriate and feasible, consider making adjustments that meet the Club's needs.
- 🕒👁️☐ To elicit questions from community members, have buttons or T-shirts made for each active member that says **"Ask Me About Lions"**.
- 🕒👁️☐ 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 (Chamber of Commerce)**, 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.
- 🕒👁️☐ 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.