

Congratulations!

You're the



MEMBERSHIP CHAIR

Now What?

WHO ARE YOU?



- **Chair** of club membership committee!
If you don't have one, recruit one or two others to help
Last year's chair; next year's chair, plus those interested
- **Member** of the Board of Directors for your club;
you report on membership and member satisfaction



WHAT'S YOUR JOB?

- **Add members**
- Recruit...
- Run the Wheel?
- Orient new members
- Mentor new members
- **Keep members**
- Are they having fun?
- **ASK** them how they feel... satisfied??
- With the Board, help them stay busy & happy!



GET THE OK FROM YOUR BOARD THEN...

- **Survey** your members
- Club Excellence Process--Lite booklet has one
- “How Are Your Ratings?” 3 page quick survey
- LCI website has one or call LCI & request one
- If you like, DG team can come to do survey—even collect and tabulate!



THEN, LET'S GO DEEPER....

Lions Who Have Quit

- Ask them:
- Why did you leave?
- What could we have done to make it better?

Study the Information

- Use the survey & the interview
- Create a plan to retain and grow your membership



TRY A COMMUNITY NEEDS ASSESSMENT

- What needs does your town have that Lions could help to meet?
- Meet with key people in your community individually....a form is available in CEP-Lite





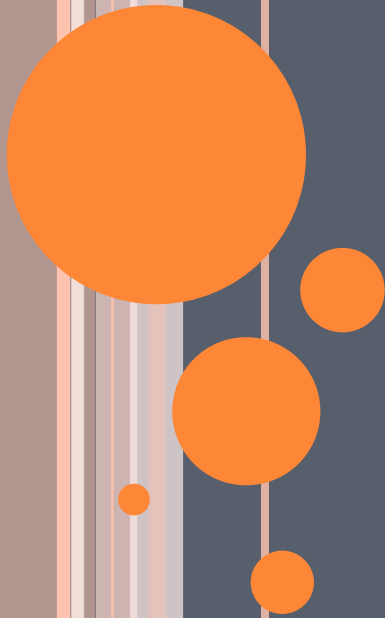
NOW, LET'S ADD NEW MEMBERS

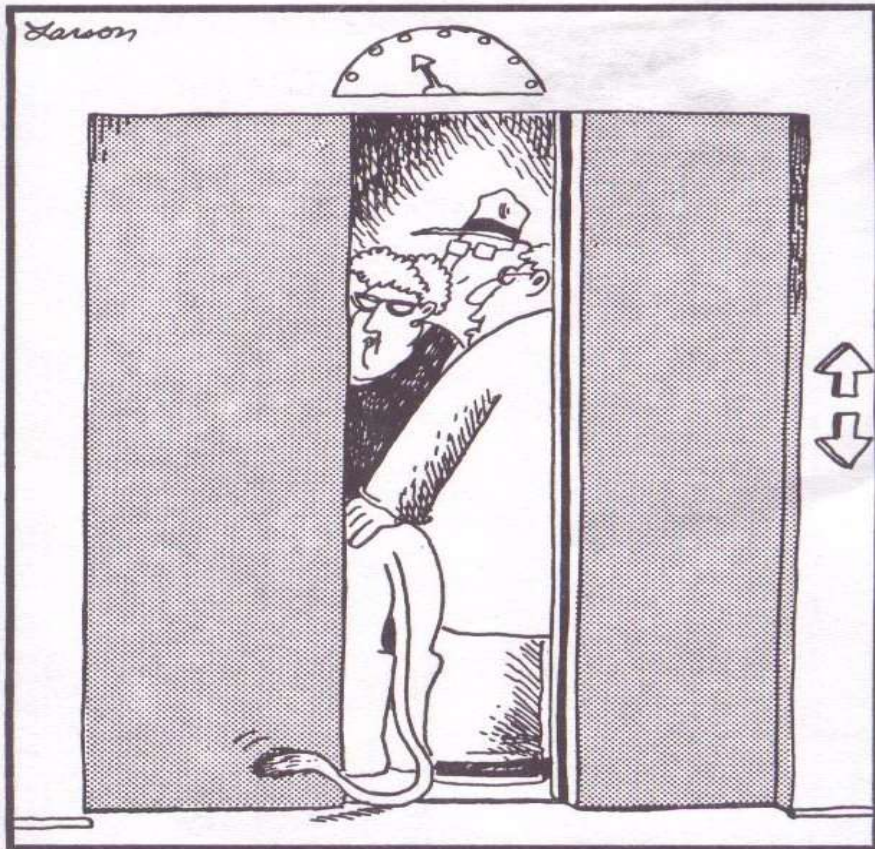


TIME OUT! Before you try to recruit, THINK....

WHY ARE YOU A LION?

Let's learn how to do an Elevator Speech!





"Don't be alarmed, folks. ... He's completely harmless unless something startles him."

WHAT'S AN ELEVATOR SPEECH?

A 16 second commercial



WHY BE A LION?

Get with a partner(s).

- What are you doing for your town?
- If your Lions Club didn't exist, what would **not** get done?

Jot down some ideas.

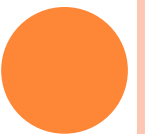
Use your note card—
one side....

Take a few minutes
with your partner(s)



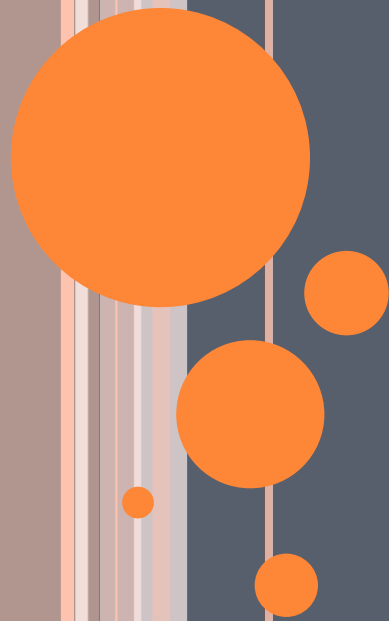
THE TALK: 16 SECONDS

- Tell about Lions and what your club has been doing!
- Practice with your partner—GO!
- 3 minutes or so
- Now, who will be first to talk to the group?

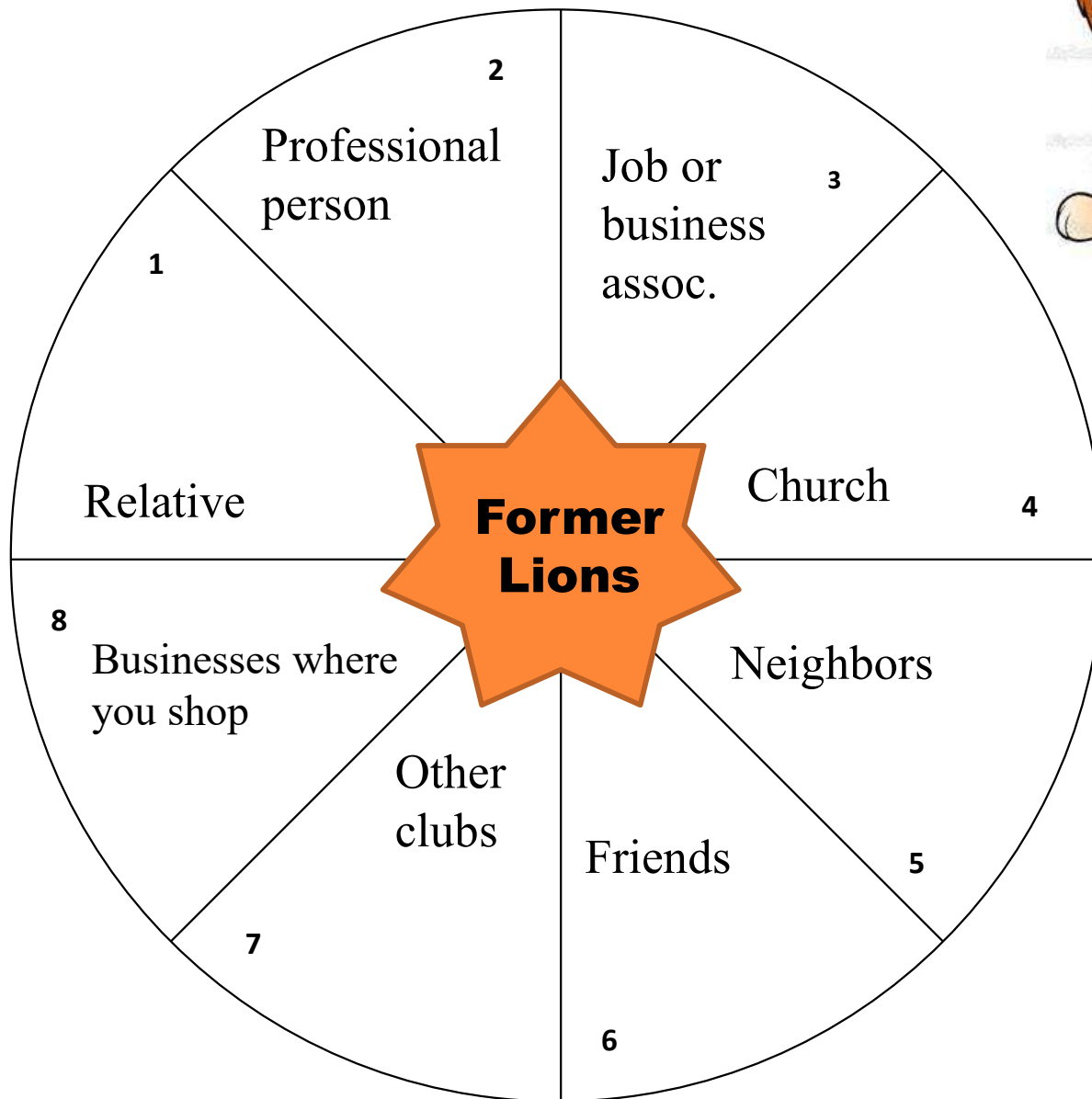


The mystical, magical

RECRUITING WHEEL



Recruiting Wheel



BRAINSTORM NAMES

- Work with a partner
 - Think of recently retired folks
 - Think of folks 10-15 years younger
 - Families of scholarship winners
 - People who are new to town
 - City officials
 - KidSight parents/g-parents
- Goal: no blanks; let's take a few minutes
- A potential of 8 names per wheel.....!



AFTER FILLING THE WHEEL...

- Membership committee
- Has Working List plus all the wheels
- Tabulate/sorts lists
- I have some forms or you can make up your own
- Picks a recruiting night
- Sends invitations
- Calls each invitee—could be done by any Lion
- Gives them a ride to your meeting.



WHAT DOES THE REST OF THE CLUB DO?

- Plans the recruiting night—1 hour
- Feeds the Prospective Lions—plans a meal.
- Lines up speakers--people you've helped; pictures of projects you've done
- LCI has a great 10 minute DVD on what we do
- DG team could help you get one....
- We have a short PPT on what Lions is about; includes Iowa Lions





TIPS



important

- Put ad in paper telling you are recruiting
- Create a club brochure
- Have a potluck or hot dog picnic!

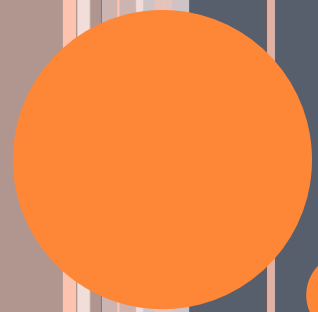
- Have a project for the new Lion to work on right away!
- Ask PL to work with you on a project
- Have fun!



DON'T FORGET.....

- Induct your new members
- Give them orientation and then...
- Mentor your new members...use the
 - Lions Mentoring Program





DOES THIS REALLY WORK?

WHEEL TESTIMONIALS

- Bayard added 3
- Harlan added 4
- Glenwood added 4 and found 1 more PL
- Mo Valley added 5 women to an all male club!
- Stuart added 10 members!



WHEEL TESTIMONIALS

- **When we took this seriously...**

- **2012-2013**

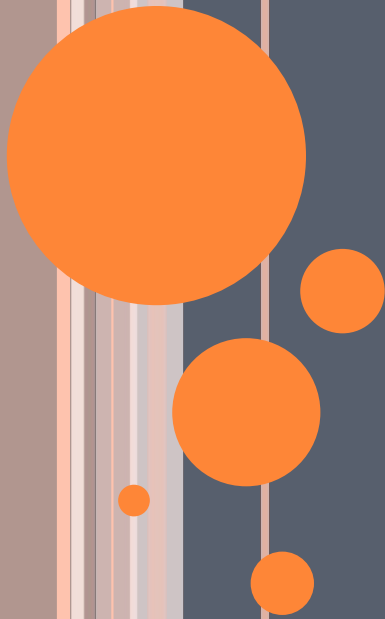
- **9SW ended +37 positive
(-102)**

Need to get serious again...

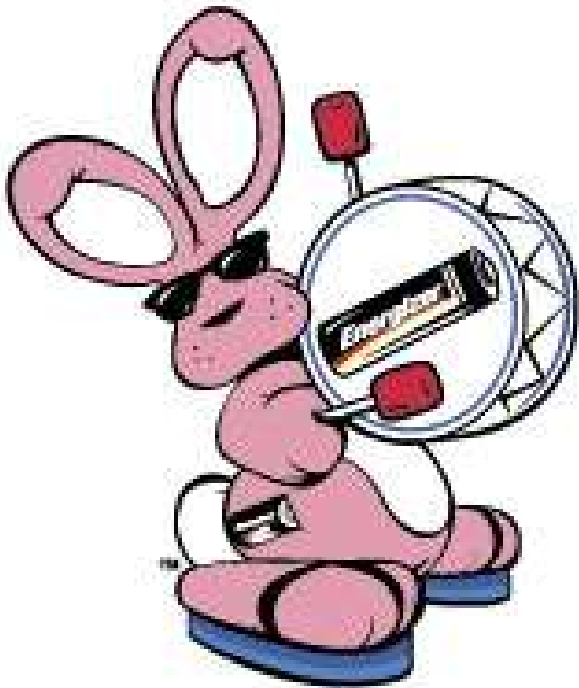


YOU JUST HAVE TO ASK!

There are lots of members out there waiting to
join



Remember,
new Lions can energize a club ...



If we let
them!





THE END

**Power Point
prepared by
PCC Diana
Benzing,
9SW Lions**

**Assisted by
sidekick Leonard
the Lion
July 2022**

