



## Marketing Lions and Your Club

What we can do to unlock the best kept secret in town and grow our clubs in the process.

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MD 29 Leadership Development Chairperson

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## For the individual Lion

- Personal demeanor
- Conduct
- Pride
- Knowledge of the club & Lionism
- Prospect list
- Participation



## For the club

- Club brochure
- Newsletter
- Web page
- Public service announcements
- Community needs assessment
- Friendship Night



## A different approach: Recruit according to need

- Environmental scan: SWOT Analysis
- Strategic Plan
- New Member Needs Appraisal
- Prospective Member Needs Appraisal



## Summary

- Focus on our individual conduct and efforts;
- Focus on our collective efforts as a club;
- Make a plan;
- Try a different approach;
- Focus as much on public relations and image as we do on service.

Result: Membership growth and retention and community support.