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# Effective Membership Recruitment

Practical Lessons and Tools to Help You  
Grow and Sustain Your Club

West Virginia Lions Leadership School

Saturday, January 31, 2009

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January 31, 2009



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## **If I were not a Lion, what would I want to know? (WIFM)**

- What do Lions do?
- What kinds of services do you provide?
- What's expected of me?
- What can I expect to get from it?
- How much will it cost me? (time and money)



## The Process

- Can I do it alone?
- The team approach
- Lions Clubs International's process



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# Membership Recruitment Night

- How does it work?
- Who is involved?
- What do we do?
- Value



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## Finding Members

- The Recruitment Wheel
- Personal prospect list
- Where do I talk to them?



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## Some things to consider

- Meeting vs. service project
- “hot buttons”
- T.E.A.M.



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So you've recruited a new  
Lion, now what?

- Sponsor's responsibilities
- Club officer's responsibilities
- Club members' responsibilities



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## Our Lions Club

As you enter this place of service and fellowship, **choose** to make today a great day. Your fellow Lions, those we serve, prospective members, and team members will be thankful and glad that they are here. Find ways to **play** and have fun. We can be serious about service without being too serious about ourselves. Stay focused in order to **be present** when those we serve and team members need us most. If you feel your energy is lapsing, try this surefire remedy: Find someone who needs a helping hand, a word of support, or a good ear - and **make their day.**