

5M7 GMT Tool Kit

Membership Recruitment Tips and Tools

5M7 GMT Team

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Membership Recruitment Tips and Tools

The following lists have been compiled to assist your Club in promoting itself to the public, all with the hope to assist in the recruitment of new members. It is the hope of the District Global Membership Team that you will review these lists and hopefully utilize these suggestions. As always, if your Club wishes to contribute an idea for the lists, a possible variance to an item on the lists or to report on your Club's results when using something from the lists, you are welcome to contact the District GMT Team. We wish you success in all of your endeavors and remind you to keep up your recruitment efforts.

Yours in Lionism,

District 5M7 Global Membership Team

Open House Events:

Many Clubs have had successful new member recruitment events such as Open Houses. These events can be simple or elaborate; it really depends upon your Club's preference. Typically, there are two main types of open house events: Open or By Invitation. Below you will find descriptions of some variations on these two main types of events. Your Club can review these examples and determine the best for your situation.

Open enrollment – An open enrollment event is open to the public. The event is promoted through your community as an opportunity for the public to learn more about your Club and its activities. At the event, the attendees would be offered an opportunity to register for membership. This event could have other activities as part of the whole program of activities scheduled for the attendees to participate in. The most popular form of an open enrollment event that Clubs hold is a **Community Appreciation or Meal Event**. The Club would hold an event on behalf of the community such as a meal, free or otherwise. The event could also be family-oriented such as a carnival, sporting activity or family movie night. The event could be held at a local park, school, community center or any venue appropriate for the type of event chosen. The Club could be honoring the entire community or be recognizing specific groups or individuals. The Club would set up an information and membership booth as part of this event to educate the attendees on what projects and activities the Club performs in the community. This would then give the Club the opportunity to sign up attendees as new members.

Invitation Only – An invitation only event would be a more targeted approach to gaining new Club members. The Club would compile a list of prospective new members, send out an invitation to the event and then offer the attendees an opportunity to become a member. The event could be a dinner, a private party or a social activity that would appeal to the Club members and the invited guests. As part of the overall program, a recruitment pitch could be made to the invited guests and also the opportunity to enroll in membership. The types of targeted recruits could include family members, local civic officials, local business leaders or members of organizations supported by your Club.

As with any membership recruitment event, planning is everything. Please make sure to give yourself plenty of time to plan, prepare for and execute the event. Make sure to send out the notices and invitations well in advance of the event in order to gain maximum exposure. Follow up with the attendees by offering comment cards that secure their name and contact information. An open house offers your Club an opportunity to show off in front of your audience. Hopefully, they will like what they see and decide to become a part of the world's largest service organization. Please make sure you do not waste this opportunity through poor planning or execution.

Marketing of Your Club:

There are many ways to promote your Club through various media sources. Some may be relatively easy and others may require some planning and execution. Your Club should take stock of the media outlets available to you and take the appropriate actions regarding these sources. Some of the types of media outlets/sources include:

- **Press Releases** – Samples for various Club events can be found in the 5M7 Tool Kit or at the LCI website. Utilize these press releases in communicating your Club events, projects and news items to your local community and beyond. Many of the releases are designed to let you plug in the detailed information without your Club having to write the entire press release. Otherwise, you can use these releases as examples that will guide you in creating your own personalized press release.
- **Newspaper Articles** – By making regular submissions to your local paper, your Club will gain exposure in the community. This exposure will offer your Club greater opportunities for membership recruitment and retention, as well as better attendance to your Club events/projects. Developing the relationship between your Club and the local paper may also gain you new members from the local press.
- **Posters/Flyers** – Whether the posters or flyers are used to publicize an upcoming Club event/project or are being utilized for membership recruitment, your Club should develop and distribute them throughout the community. Make sure to take note of the public bulletin boards or local shops that display community posters/flyers and create a list of them.
- **Club Newsletters/Church Bulletins** – If your Club has a monthly newsletter, you could print additional copies and place them in local restaurants, clinics and other meeting places. Your Club can also see about possible submission to your local church bulletins to promote your events/projects or for membership recruitment.
- **Radio Spots** – Check with your local radio station to see if there are opportunities to run radio spots/ads, be a part of the community calendar or for interview opportunities for your upcoming Club events/projects. The LCI website has samples of free public service announcement spots that could be run by the station to help promote Lionism and your Club.
- **Public/Cable Access Television** – Your local television or community cable stations are opportunities for your Club to be exposed to a large audience. Ask your station managers about promoting your Club events/projects. Check into getting some news coverage regarding a Club activity or special event. See if the station is willing to run the LCI public service announcements you can find at the LCI website.
- **Billboards, Bus Benches, Bulletin Boards, Pizza Delivery Boxes, Restaurant Menus/Counters** – These are just some examples of ways for your Club to promote itself and events/projects to your community. Always look for avenues that can be utilized by your Club to promote the great work you do each and every day. Make sure to let the public know that you know how to have fun, too!
- **Club Websites** – Develop and maintain a Club website for your Club. LCI has simple ways through the E-Clubhouse feature on its website for your Club to have a website. Make sure to keep it current and up-to-date with plenty of pictures and descriptions about your Club projects, events and history. Please make sure you have a team of website administrators to facilitate any quick additions or changes needed for your website.
- **Social Media** – Your Club can promote itself by becoming a part of the new wave of internet and media services such as Facebook, My Space, Twitter and other technological outlets. Recruiting younger members to your Club can begin by getting your Club onto the various phone and internet services that are used by these potential new Lions.

- **LION Magazine** – Collect from your Club members their spare copies of the LION Magazine and distribute them to waiting rooms at clinics and hospitals, local restaurants and businesses, VFW and Legion halls, senior centers, churches and any other places where people gather. Making these magazines available to others may inspire them to become part of what they are reading about.

Promotional Materials:

Clubs can also utilize items to help promote themselves in the community. These promotional materials should be personalized with your Club contact information (i.e. – Club name, mailing address, phone number, website address, etc.) to help identify your Club to those receiving the items and to provide them the necessary information for contacting the Club. These items can be given to Club members to hand out during their travels in the community. The items can also be handed out at your Club events and projects or at an information booth. Some types of promotional items a Club could produce and use as giveaways include:

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| • Automobile Air Fresheners | • Ice Scrapers |
| • Balloons | • Key Rings |
| • Bandage Dispensers | • Matches |
| • Bottle Openers | • Mouse Pads |
| • Bottled Water | • Note Pads |
| • Bumper Stickers | • Pens/Pencils |
| • Business Cards | • Playing Cards |
| • Calendars | • Postcards |
| • Can Coolers/Insulators | • Posters |
| • Candy | • Refrigerator Magnets |
| • Chip or Snack Bag Clips | • Sewing Kits |
| • Decals | • Stickers |
| • Discount Coupons for Club Events | • Stress Balls |
| • Emergency Medical Information Kits | • Water Bottles |
| • Eyeglass Cleaning Cloths | • Window Clings/Decals |
| • Eyeglass Repair Kits | • Wrist Bands |
| • Flyers | |

Club Clothing and Identification:

Marketing your Club can be undertaken in a subtle, yet effective way through your Club clothing. Hats, vests, shirts, jackets and other forms of clothing worn by your Club members offer a ‘living billboard’ for promoting Lionism in general and your Club directly. Encourage your members to wear their Lions apparel in their daily travels around town. At your Club’s events and projects, it is vital to identify your members to the attendees by having your volunteers wearing something to identify them as having connections to your Club. If you happen to have a gaming operation or other Club business, having the employees wearing Club clothing helps promote your Lions Club and offers another opportunity for recruiting new members.

If your Club has donated items to the community, a sign or banner identifying your Club as the donor will help show the dedication your Club has towards your area. Donations towards civic projects, school buildings or grounds, community centers, sports venues or other physical locations should have some type of identifying marker signifying your contribution towards them. If your Club makes donations

towards local groups or projects that do not necessarily have a physical location that warrants sign or banner placement, you could consider providing a plaque or certificate suitable for display.

Finally, with any Club event or project as well as any community event you participate in, consider the utilization of an information table or booth as part of your activity. This table or booth should have information regarding Lionism, your Club, its activities and membership applications available for everyone to review and take. Promotional items from your Club could be handed out by Club members who could also speak about what the Lions do and how the attendees could become a part of this organization. Having friendly and knowledgeable attendants at your table or booth representing your Club and Lionism will make great strides in presenting a positive image to everyone and increase your Club's chances of gaining new members.

Membership Recruitment:

Recruit potential members from local businesses/organizations such as:

- **Civic Leaders** (Mayor, City Council, County Board, City/County Employees) – Your Club is a part of your local community's rich history and a vital part of the daily lives of its citizens. Your elected officials and civic employees are a part of this community that should be tapped for membership. Gaining members for your Club from this resource will help strengthen your group's ties to the community and help gain some insight into potential opportunities for community service.
- **Emergency Responders & Law Enforcement** (Firefighters, EMT, Police, Sheriff, State Patrol) – Every community has some form of emergency responders or law enforcement presence and this offers your Club a chance to gain a tie to them by having a representative(s) from these groups. If your Club has supported these groups with donations, you should seek out new members from them.
- **Businesses** – Don't let the Rotary, Jaycees or Chamber of Commerce have all of these potential Club members as part of their organization. The business owner, manager or employee can become a valuable asset for your Club by offering additional resources or advertising venues for your community projects.
- **Schools** (Teachers, Administration, School Staff, Parent Groups) – Your Club needs to have a strong allegiance with your local education. By having someone from the schools become a member of your group, it will foster better ties and offer opportunities for common goals to be developed and accomplished.
- **Hospitals and Clinics** (Doctors, Nurses, Staff) – This community asset is probably supported by your Club, and your group could benefit by having someone as a member of your Club. It will allow for a stronger bond to be forged between your Club and the medical professionals in your community.
- **Churches** (Clergy, Parishioners) – Please seek out members from your local churches, synagogues, mosques or other places of worship. Do not let the Knights of Columbus or other religious-based groups take all the potential members for their group. Remember, the Lions serve the entire community and not just those in certain religious orders.
- **Scout Leaders** – If your Club is sponsoring or supporting a Scout Pack/Troop, why not try to get some of the parents or leaders from that Scout group to be a Club member? This would assist your Club in building stronger ties to the Scout group. It may also encourage the Scouts to become Leos or Lions.
- **Local Community Groups** – There are plenty of other organizations in your community that could be tapped for potential new members. Some of them include:
 - Food Shelf
 - Humane Society
 - Family Outreach/Assistance