

Building Membership in Existing Clubs

When the membership in a club starts getting dangerously low or is lower than the club would like, a more concentrated effort needs to be made to increase membership. To deal with this issue the club needs to commit to the following:

1. The club must really want to build its membership.
2. The club will need to have a club informational handout including - services projects, fundraising projects, and meeting times and locations.
3. The club must be willing to spend some money to get information out to their community. This may include paying for an informational booth at a fair or festival if one is available prior to the time of the Building Membership Campaign.

The Building Membership Campaign is really a combination of the Extension Process and the Ohio Plan. First, the Extension concept can be used. Depending on the size of the community either the LCI Extension model or the Extension Alternative for a small town can be used. In the Extension process the following steps should be taken.

1. The GMT Coordinator will be happy to bring in help to contact individuals in your community about Lions (Lions who like to talk to people about what Lions do and what it means to be a Lion). There should be 3 to 6 teams to canvass the community depending on the size of the community. It is imperative that members of your club pair up with the GMT members to talk about your club and what it has done for the community.
2. Each team will need a clip board and a pad to take down names and contact information (phone numbers, address, e-mail)
3. After you collect the names and information the club will need a committee (Membership Chairperson, First Vice President and Second Vice President) to follow up with a phone call and invite them to a meeting as a guest of the club. If there is a meal the club should pay for the prospects' meal.

For more detailed ideas please refer the LCI Extension and Extension Alternative models.

At the meeting follow the Ohio plan but pay particular attention to the following:

1. When the prospects come to your meeting have someone from the committee or a club member sit with them and make them feel welcome. Answer any questions they might have about Lions.
2. At the meeting have a program about how your club has helped the community or how being a Lion has had an impact on them by helping those in need. Also provide information about dues. Keep the program to no more than 30 minutes.
3. Thank them for coming, invite them back, and give them an application form. Make sure they know the time and place of your next meeting.