

So You've Been Railroaded Into Being Membership Chair How to Get The Rest of Your Club Onboard!

Presented by

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Three Practical Strategies To Get The Job Done

- ☞ Build your club's brand/image
- ☞ Recognize the importance of member satisfaction
- ☞ "Market" your club differently to different audiences

Build Your Club's Brand/Image

- ☞ What is your club's personality?
- ☞ Be consistent in how you present your club
- ☞ Build your image; make members PROUD!
- ☞ Brag about your accomplishments

CENTENNIAL HOMECOMING CELEBRATION

(Materials attached)

"We think you will find a very different club in place than we were when you left – but with a very familiar feel. We saved the best and added to it! We invite you to join us in acknowledging our past, and encourage you to (re!)join us for our future. "

Recognize the Importance of Member Satisfaction

- ☞ Get new members INVOLVED
- ☞ Orientation to YOUR club
- ☞ ASK what they want to do
- ☞ Assign important tasks

Recognize the Importance of Member Satisfaction

- ☞ Provide MORE to do
- ☞ Don't force out your "old" members
- ☞ Don't make newcomers wait until someone leaves
- ☞ Put newcomers in charge
- ☞ Keep members informed

Recognize the Importance of Member Satisfaction

- ☞ Explore member interests
- ☞ Make sure your activities mirror the interests of club members – not just history!
- ☞ Make your club MORE, *not different.*
- ☞ Listen to and implement the ideas offered
- ☞ A word about exit interviews!

Recognize the Importance of Member Satisfaction

- ☞ Spice up business meetings
- ☞ Everyone has someone they relate to
- ☞ Don't be afraid to do something silly

“Market” Your Club Differently to Different Audiences

- ☞ It's all about YOU – or it should be!
- ☞ Let's talk about technology and communication
- ☞ We cannot build a *technology environment* that is user friendly to people who refuse to be users (!), but we can – and should – give more thought to creating the an environment that incorporates technology and the virtual world so that it is as usable as possible to as many *different* users as possible.

“Market” Your Club Differently to Different Audiences

- ☞ What within this person's demographic characteristics would entice them to join the Lions Club?
- ☞ What message does the Lions Club want to communicate to him/her?
- ☞ What are her/his priorities?
- ☞ What are her/his consumer behaviors?
- ☞ What media channels does s/he prefer?

Harmony in the Pride (Webinar from 2014 from LC,I available online)

<http://www.lionsclubs.org/resources/EN/pdfs/2015HarmonyPride.pdf>

“Market” Your Club Differently to Different Audiences

- ☞ When reaching out to/for new members, THINK “CUSTOMER SERVICE!”
Think like them
Own the problem
Talk like a human

(Reprise!) Three Practical Strategies To Get The Job Done

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- ☞ “Market” your club differently to different audiences

Q & A

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