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Global Membership Approach Objectives Rejuvenate

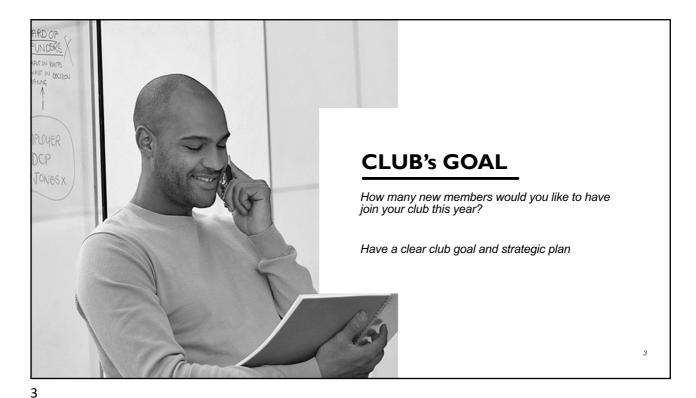
1 districts with
new clubs

Revitalize clubs
with new
members

Grow membership across the District

Re-motivate members with fellowship and exciting service

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Membership Growth

Why have we failed to attract New members?

1. We don't need new members

We have managed well so far and enjoy the fellowship and friendship built over all these years

2. We are not in the numbers game

We are serving our local community and that is what counts and not the number of members.

3. We have tried everything – but nothing works

Leaflet drops, promotion at events. In fact everything under the Sun!

4. We are an aging membership and don't have the energy to look for new members We are prepared to carry as we are and will one day wind up the club so what's the point



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How to Attract New Club Members

Some simple ideas

- 1. Just ask
- 2. Invite a guest to a meeting
- 3. Host a bring a friend meeting
- 4. Invite members' families to events
- 5. Have a special guest day
- 6. Repeatedly invite prospective members to your meetings
- 7. Contact and invite members who have left the club
- 8. Give membership chair 2 minutes at every meeting
- 9. Put together a guest information pack
- 10. Highlight the service activities undertaken
- 11. Make prospective members feel important
- 12. Coach members on creating a welcoming experience



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How to Attract New Club Members

Promote Your Club

- 1. Advertise in local newspaper
- 2. Place leaflets in GP surgeries
- 3. Write to local businesses
- 4. Have a stall at local fairs
- 5. Have posters in local business windows
- 6. Honour outstanding community members with awards
- 7. Invite well known speakers and tell local media
- 8. Go and speak to other community organisations
- 9. Wear your Lions pin at all times
- 10. Put up a sign at your meeting place



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How to Attract New Club Members

Go Big

- 1. Host an Open Evening
- 2. Hold wine and cheese receptions for prospective members
- 3. Give club business cards to members
- 4. Create a promotional video
- 5. Sponsor a local event
- 6. Host a business spotlight event for local businesses
- 7. Organise a big charity event lie a run, walk or cycling event
- 8. Hold diverse events to appeal to a variety of age groups
- 9. Host low commitment meet and greets at a local coffee shop



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How to Attract New Club Members

Some other ideas

- 1. Recommend members attend district training events
- 2. Ask local businesses to sponsor or subsidise membership for their employees
- 3. Have a reward programme for those who bring new members
- 4. Offer 3 month trial membership no dues
- 5. Look for members in ethnic groups not represented in your club
- 6. Meet at a good location
- 7. Induct new members with razzmatazz & invite spouse/partner
- 8. Help members develop an "elevator speech" about their membership why; benefits; purpose
- 9. Offer an alternate meeting time to attract people with different schedules
- 10. Create an invitation email template your members can use
- 11. Consider attendance options eg zoom meetings



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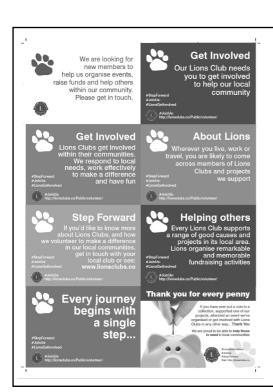
How to Attract New Club Members

Use Social Media

- 1. Have a club website
- 2. Add a "Join Us" section to your website
- 3. Post on Face Book
- 4. Create a content marketing strategy
- 5. Encourage members to share club activities on social media
- 6. Use emotional storytelling



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The region and the state of the				
	A. Say "hallo", to all members of your Club.		H. Visit another Lions Club with your Sponsor.	
	B. Find out why or how your sponsor became a Uon.		J. Attend a Zone Meeting with your Sponsor.	
	C. Find out who holds the longest length of service in your club? Why did they become a Lion?		K. Attend a District Workshop with your Sponsor or another member of your dub.	
			L. Attend the District Convention or	
			a Cabinet Meeting.	_
	D. When was your Club Chartered? Ask to see the Cherter.		M. Lastly, Make a note of one thing you would like yo club to be involved in and one thing you would like to change about Lions International.	
	E. What is a Mother Club - Who is yours?			
	F. Hes your Club been responsible for forming other clubs. If yes which ones?	CDMAT	Mandar's Name:	
		KNA	Mandarably Number: Spansor's Nume:	
	G. Take part in three (different) service activities.		Gub Nome:	
	1		On completton serial fit to poor DG	
	3		Signed:	
	(online or face to face)		(District Governor)	

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RESOURCES AVAILBLE



From the District

https://www.lions105a.uk/public/New Lions Passport.pdf
Contact your Zone chair for A1 posters @ £10 for 2

MD Website

https://store.lionsclubs.co/category-s/1848.htm.

✓ Lions International

Club Membership Chairperson Webpage
Just Ask!
Elevator Speech
Benefits of Being a Lion
Young Lions Webpage

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