



Just Ask!

Fostering a Culture of Recruitment

—
New Member Recruiting Guide for Clubs



Lions International



Introduction

This guide will help your club recruit new members by building a culture of recruitment where everyone in the club agrees that bringing in new members is the key to the club's success. Growing your membership will help your club do what Lions are meant to do — serve. More members means you can do more to help your community.

Clubs with strong recruitment habits:

- Regularly review and improve how they recruit and keep members.
- Use tools to understand member satisfaction and update their plans.
- Involve every member in recruiting new Lions.

The **Just Ask! Guide** reminds us of the easiest and most important way to recruit—by simply asking. It will show you how to plan your outreach and be successful when asking someone to join.

We will guide your club through the four steps of the Global Membership Approach to bring in new members and energize your club:

- **Build a team:** Find leaders to support recruitment.
- **Build a vision:** Create a clear goal for your club's future.
- **Build a plan:** Put your club's growth ideas into action.
- **Build success:** Welcome and engage your new members.

STEP 1: Build a team

Prepare your club.

The first step is to bring together a team of people excited about growing your club's membership.

Who will help your club recruit?

Use the *Membership Development Team* form in this guide to organize your team.

Everyone has their skills and interests.

Use these strengths by asking members to take on specific jobs during recruiting. Some important roles include:



ROLES	STRENGTHS AND PREFERENCES DESCRIPTION
Organizing	Some members are great at planning. They know what steps to take and what needs to be done first. These members can take the lead in helping your club with recruiting.
Promoting	Members who have creative ideas can help by making flyers, sending press releases, and updating your website and social media.
Outreach	Some members enjoy meeting new people and talking about your club. Encourage them to share information about Lions International with your target audience through community social media groups, emails and local events to connect with potential new members.
Welcoming	Members who are warm and welcoming, can help new members feel at home in your club. They can also lead mentoring programs to make sure new members adjust quickly. Lions International offers training for new member orientation and the Basic Mentoring Program at lionsclubs.org/MembershipChair .

Step 2: Build a vision

Create your club's vision.

In this step, you will create a vision for your club by conducting a [Community Needs Assessment](#) to identify your club's strengths and community needs. This will also help you choose the projects and services that are most important for your area.

Working with local organizations and community leaders during this process can also help your club build strong partnerships and increase its impact in the community.

Use the results of the Community Needs Assessment to answer these questions.

1. What do you want your club to become?

- What should your club focus on?
- How do you imagine your club will look like next year? In five years?
- Why does your club need new members? Before inviting people to join, be clear about the reasons. Ensure your answer is specific and meaningful, not just "to do more service." For example: "With three more members, we could pack 100 more lunches for the homeless every month."
- What benefits can new members bring to a club? New members bring fresh energy and new ideas to your Lions club. They can help make your club's activities more exciting and develop creative service project ideas. New members also grow your club's connections, making it easier to build partnerships and meet more people in the community.
- Who will we recruit? Think about who you want to join your club. Ask current members to think of people they know who might be interested in becoming part of the club.

2. What do you want your club to achieve?

- What kinds of service projects should your club do?
- How often will these projects happen?
- Where will they take place?

3. How many members should your club recruit this year?

Use the *Recruiting Goals* form in this guide to set your membership goals. Think about how new members can help meet your club's objectives.

When recruiting new members, explain how their involvement will help the club achieve its goals. This will set clear expectations and ensure new members feel valued and satisfied.

Here are some additional tips:

- Use lists of potential new members from past recruitment efforts.
- Look for businesses or organizations in your area that share similar interests with your club.
- Host a brainstorming session with your members. Ask everyone to write down the names of three businesses or organizations in your club's areas.
 - *Examples could include the local chamber of commerce, community centers, pediatric hospitals, food banks, or other charitable groups.*
- Check out the *Recruiting Wheel* resource at the end of this guide to spark ideas. Use the *Build a Lions Network* form in the guide to organize names and contact details.
- Create profiles for the types of people or groups you want to recruit. Use the examples and blank templates in the back of this guide to get started.

➡ When people want to learn about a business or group, they usually look at its website. What will potential members see when they visit yours?

- Use the Club Locator tool on the Lions International website to find your club's webpage. Click the link—how does it look?
- Is it straightforward to use? Does it represent your club well?

Make sure your website has up-to-date information, including:

- Meeting details
- A calendar of events
- Descriptions and pictures of your service projects

An informative and attractive website can make a great first impression on potential members!

Step 3: Build a plan

Developing and implementing your club growth plan.

The Club Membership Chairperson should lead the effort to create a clear plan for growing your club. Start by listing action steps, setting deadlines and assigning tasks to reach each goal. For structure, use the *Club Growth Plan* form and *Action Plan* template included in this guide.

Once your plan is ready, please share it with your club members. Assign tasks to your club's membership development team and check in regularly to offer help and keep things on track.

Where and when will we recruit?

Think about the best opportunities to meet potential members. Tailor your efforts to fit your community's needs and the schedules of the people you're trying to reach. Here are some ideas:

- **Community events:** Attend local fairs, festivals, or farmers' markets. These events bring people together in a relaxed setting, making them great places to talk about your club and its activities.
- **Club socials:** Host casual events like mixers or open houses on convenient evenings or weekends. Make these gatherings family-friendly and welcoming to appeal to a variety of people.
- **Service projects:** Plan recruitment around a service project. This attracts people who already care about helping others, allowing you to connect while doing meaningful work together.
- **Seasonal timing:** Recruit during key times, like after the holidays, the start of the school year, at annual community events. These moments often inspire people to set goals and get involved.

How do we engage these prospective new members?

Engaging potential members means creating real connections and showing them how meaningful being part of a Lions club is. Start by meeting them where they are, like on social media, at local events, or through community service projects. These are great opportunities to share stories about the club's impact and invite them to experience what it's like to serve with other Lions. For example, you could ask them to join a community cleanup or charity drive, allowing them to see firsthand the camaraderie and purpose they'd find as members.

You can also visit local businesses and talk to the owners or managers about joining the club and partnering to serve the community. If they're interested, encourage them to involve their employees in service activities, which will help build stronger community bonds.

To tailor your approach, check out the *Recruitment Engagement Profile* templates. These profiles suggest activities and roles based on different personalities and backgrounds, helping you create a more personalized recruitment experience. You can also use Lions International's service project planners, which focus on our eight global causes, to create events that address local needs. The conversation flow chart in the guide will help you confidently invite potential members, building rapport and excitement while highlighting what makes Lions unique.



What materials will you be recruiting with?

When recruiting, it's important to have materials that show who your club is and what it does. People want to know what your club is about and how it makes a difference. Ensure your club's website and social media pages are updated with recent photos, service stories and details about how new members can get involved.

Lions International offers resources you can personalize for your club:

- **Brand kits:** Market like a pro with these customizable promotional templates for the non-designer. Find event flyers, posters, postcard and more to invite people to your next service project, event, or meeting.
- **Club Brochure Template and Be a Lion Brochure:** These templates let you highlight your club's unique qualities and recent achievements. Add your club's name, contact information and examples of recent projects. You can download and print these brochures to share at events, giving potential members something to take home and learn more.
- **Showcase Your Impact:** Be sure to create materials that show what your club has done in the community. This could be a one-page fact sheet or a small photo album of recent projects. Please include information about your club's history, its current members and examples of the lives you've helped change.

How should you prepare an elevator speech for recruiting?

An elevator speech is a short, 30-second story you can use to spark interest in joining your club. The key to making it effective is to keep it personal and relatable. Instead of focusing on facts or statistics, share a story about how being a Lion has positively impacted your life. Discuss the difference your club's service has made in the community or how it has brought people together. A heartfelt and genuine story can help potential members see the value of joining and feel excited about making a difference.



Here's how to make your conversations count:

- **Start with connection:** Ask, "Has anyone ever invited you to join a Lions club?" If not, explain how Lions help the community and ask if they want to get involved. If they've been invited before, find out why they didn't join and see if they're open to giving it another try. If they're not interested, ask if they know someone who might be.
- **Ask questions:** Find out what matters to them in volunteering. Does your club match their goals for community service?
- **Make it personal:** When talking to business owners or community leaders, schedule a meeting ahead of time instead of dropping by unannounced. Explain that you'd like a few minutes to discuss service opportunities with them.
- **Look for clues:** Pay attention to photos, awards, or decorations in their office. These might give you ideas about their values or interests and help you connect with them.
- **Stay positive and simple:** Bring only a small amount of material, like an invitation to a meeting or event. Ask for their contact information so you can follow up later. Remember, you're offering them a chance to serve and make a difference, not selling something. If they're not interested, thank them and ask if they know anyone else who might be.

Follow up

After reaching out to potential members, invite them to your next club event. This shows that you value their interest and want to make them feel welcome. By personally inviting them, you increase the chance they'll attend and get a better sense of what your club is about. This is an essential step in building a connection and encouraging their involvement.

Utilizing Social Media in Your Recruitment Strategy

Social media is a powerful way for Lions clubs to connect with people in their communities and bring in new members. By using their current social media accounts, clubs can share their mission, activities and events to attract potential members. This guide will show you how to use social media to recruit new members with easy-to-follow tips and examples.

1. Ask potential members to follow your Facebook page and other social media profiles.

- **Example:** At events, have a sign-up sheet where attendees can provide their social media handles. Follow up by inviting them to follow your club's pages.
- **Tip:** Use a QR code on flyers and business cards that links directly to your social media profiles, making it easy for people to connect with you online.

2. Incorporate your club's social media handles in all flyers, brochures, and recruiting materials.

- **Example:** Design your flyers with your social media handles prominently displayed. For instance, "Follow us on Facebook @CityLionsClub and Instagram @CityLions for updates and events."
- **Tip:** Ensure your social media handles are included in email signatures and on your club's website.

3. Message potential members on social media after events.

- **Example:** After meeting someone interested in your club, send them a personalized message on LinkedIn or Facebook thanking them for their interest and providing more information about joining.
- **Tip:** Personalize your messages to make them feel valued and appreciated. Mention something specific from your conversation to show genuine interest.

4. Have club members share club events and activities to their own social media accounts.

- **Example:** If your club is hosting a community service event, all members should share the event page on their social media with a message like, "Excited for our upcoming park clean-up! Join us this Saturday to make a difference. #WeServe."
- **Tip:** Sharing posts increases visibility in the community.

5. Post activity on your club's social media consistently to keep your audience engaged.

- **Example:** Create a content calendar to ensure regular updates. Post photos from recent events, member spotlights and upcoming activities.
- **Tip:** Use scheduling tools like Hootsuite or Buffer to plan and automate your posts, ensuring a steady content stream.

6. Feature current members by sharing their stories and testimonials.

- **Example:** Post a weekly "Member Monday" spotlight with a photo and short bio of a member, highlighting their contributions and reasons for joining the Lions club.
- **Tip:** Use video testimonials to add a personal touch and make the stories more engaging.



7. Use eye-catching graphics and clear calls to action to share information about upcoming meetings, service projects and social events.

- **Example:** Design a vibrant flyer for an upcoming charity run and share it across all your social media platforms. Include a call to action like, “Join us for a fun day and support a great cause! Register now: [link].”
- **Tip:** Create event pages on Facebook and LinkedIn to provide detailed information and allow people to RSVP.

8. Use social media advertising to reach a broader audience.

- **Example:** Run a Facebook ad campaign targeting individuals in your area who have shown interest in volunteering or community service. Use a compelling image and a clear call to action, such as “Join the [city name] Lions Club and make a difference in your community! Learn more: [link].”
- **Tip:** Boost important posts to increase their reach and visibility.

9. Respond to comments and messages promptly to show appreciation and address inquiries.

- **Example:** If someone comments on your post asking how to join, respond promptly with information and a link to your membership page.
- **Tip:** Create interactive posts like polls and questions to encourage engagement and gather feedback.

By following these best practices, Lions clubs can effectively use social media to engage with their local communities and recruit new members. Social media offers a dynamic and interactive way to showcase your club’s mission, activities, and impact, making attracting individuals passionate about community service easier.

Resources for Effective Social Media Use

For Lions clubs looking to optimize their social media recruitment strategies, the following resources are highly recommended:

- **[Social Media for Lions Clubs Webpage:](#)** This page overviews social media best practices, tools and tips tailored for Lions clubs.

Review your club growth plan.

Review your goals and schedule regularly to ensure you are on track. Adjust the timeline and goals as necessary.



Step 4: Building success

Celebrate and welcome new members

It's time to celebrate and welcome your new members!

Hold a New Member Induction Ceremony

An induction ceremony marks the official start of a new member's journey as a Lion. It's essential to make them feel connected and encouraged to stay in the club long-term. Use the *New Member Induction Ceremonies Guide* to plan a meaningful event. Don't forget to order a free New Member Induction Kit from the Lions Shop for each new member.

Provide New Member Orientation

Making new members feel welcome and helping them build relationships with other Lions is key to their success and involvement in the club. Be sure to give them orientation and mentoring.

Orientation: Orientation is one of the most important steps for new members. It helps them understand how your club works, the roles included, and how Lions Clubs operate locally and globally. New members who understand these basics are more likely to feel comfortable and get involved quickly, which increases their chances of staying in the club for many years. Use the *Lions New Member Orientation Guide* to conduct an orientation within the first three months of membership.

Mentoring: The Lions Mentoring Program helps members grow their skills, serve their communities better, and work toward leadership roles in Lions International. This program is also an excellent way for members to develop personally and professionally. During the same three-month period as orientation, new members should complete Level 1 of the Basic Mentoring Program. This program closely matches the goals and activities in the *New Member Orientation Guide*.

What's next? Involve your new members!

Sponsors should ensure that new members attend club meetings and service projects and fit in with the rest of the club. If new members feel welcome and engaged, they will stay part of the club long-term.

Evaluating Recruitment Strategies

At the end of each Lion year, evaluate your club's recruitment strategies and action plan using key tools. Start with the Exceeding Expectations survey to gather member feedback and address minor issues early. Conduct a Community Needs Assessment to identify unmet needs, plan impactful projects, and attract new members. Finally, participate in the Club Quality Initiative (CQI) workshop to align your efforts with the Global Membership Approach, recruit new members and re-energize existing ones. These steps will help your club grow and better serve the community.



Membership Development Team

This team guides your club's recruiting activities and exercises their talents to maximize your club's efforts. There are four key roles on this team:

Organizing: Organizing the recruiting program, planning activities and prioritizing tasks.

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Promoting: Creating brochures, recruiting materials and press releases; managing photos; and updating your club's Internet presence.

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Reaching Out: Talk to target members, community members and family members; reach out and following up with prospective members.

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Welcoming: Conducting the New Member Induction Ceremony, coordinating with new member sponsors to offer new member orientation and the Basic Mentoring Program.

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____



Recruiting Goals

Club Name:

Date:

To prepare for new member recruiting, we will:

Why do we want new members?

(Example: If we had five more members, we could screen 100 more children for vision problems each month.)

Who are the new members our club wants? Why?

(Example: We want to invite younger members who are 10 years younger than our current age to revitalize our membership and extend the life of our club.)



Recruiting Wheel

The recruiting wheel is an effective method to compile lists of people who could be invited to join your club. Distribute this page at a regular meeting. For each category on the wheel, have an experienced Lion ask: “Who is the one?”

Example: Who is the one relative you feel would like to contribute to improving the community? Give your members a brief time to think about their choices and fill in the *Build a Lions Network* form as thoroughly as possible.



* May include but is not limited to elected officials, school principals, police and fire chiefs and hospital administrators.

** May include but is not limited to doctors, accountants, dentists, lawyers and bankers.

Club Communication Wheel

The communication wheel is another method for identifying and listing ways to engage with prospective members who may be invited to join your club and to promote club activities. Distribute this page at a regularly scheduled meeting. Have a member of your recruitment team, either the Promoter or Outreach, go over the engagement strategy with the Lions in your club for each category on the wheel.



Build a Lions Network

Serving as a Lion is an honor. That's why we invite people to make a commitment to our cause.

Research shows that over 40% of Lions joined because a friend was already a member. Do you know anyone interested in joining a Lions club? If you don't know of anyone now, maybe your friends, family or co-workers do.

Name: _____ Relationship: _____
Address: _____
Name: _____ State: _____ Zip: _____
Phone: _____ Email: _____

Name: _____ Relationship: _____
Address: _____
Name: _____ State: _____ Zip: _____
Phone: _____ Email: _____

Name: _____ Relationship: _____
Address: _____
Name: _____ State: _____ Zip: _____
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Name: _____ Relationship: _____
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Name: _____ Relationship: _____
Address: _____
Name: _____ State: _____ Zip: _____
Phone: _____ Email: _____

Name: _____ Relationship: _____
Address: _____
Name: _____ State: _____ Zip: _____
Phone: _____ Email: _____



Club Growth Plan

Who will we recruit? (List your club's target members.)

Where and when will we recruit? (Identify locations and times to help reach target members.)

Date for completion:

What materials will we recruit with? (Consider printed and electronic.)

Date for completion:

How will we promote our information meeting?

Date for completion:

How will we follow up after the meeting?

Date for completion:



Action Plan

A well-developed goal is specific, measurable, actionable, realistic and time-bound. Complete the template below for each well-developed goal. Be sure to include how you will assess its progress. If, after assessing the goal, you find changes need to be made to the goal or action steps, note these in the alterations section.

Area of Focus				
<input type="checkbox"/> Service Activities		<input type="checkbox"/> Leadership Development		<input type="checkbox"/> Custom Goal
<input type="checkbox"/> Membership Development		<input type="checkbox"/> LCIF		
Goal Statement				
Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
Assessment		Alterations		



Recruitment Profile Worksheet

Prepare the information below for your recruitment profiles and approach to engaging specific community groups in order to attract prospective members to join your club.

Target audience:

Area(s):

Reason to include them in your club:	
How can the community benefit:	
Twelve month engagement:	
Act now:	





How to recruit and engage health professionals

The benefit of including health professionals in your club

- Health professionals bring a new level of expertise to your club
 - Insight on new treatments and approaches to public health concerns
 - Increase the overall effectiveness of your club's health-related service activities
-

Because community is what we make it

- Provide firsthand medical advice from professionals
 - Improve the overall health of your club and community
 - Provide access to screenings and information to at-risk community members
-

Twelve months of engagement

- Vision as well as diabetes screening and associated programs within the community
 - Organize health fairs for those at risk of diabetes
 - Host lunch-and-learn events with senior living facilities, schools and the library
-

Act now

- Form a partnership with the local medical facility
- Share information about how Lions are serving the global cause of diabetes
- Invite health professionals to train your club





How to recruit and engage small business owners

The benefit of including small business owners in your club

- Small business owners have access to additional resources
 - They have an investment in the community thrive
 - Personal connection with various range of targeted audiences
-

Because community is what we make it

- Provide insight on the needs of the community
 - Lions supporting and promoting small business owner growth keeps investment local
 - Small businesses invest in local organization and service projects in their community
-

Twelve months of engagement

- Participate in events with your local chamber of commerce
 - Invite small business owners to sponsor seasonal events done by Lions
 - Partner with local business to invest in service projects and community sports leagues
-

Act now

- Invite entrepreneurs and their employees to a service project
- Support local business owners by seeking out donations for Lions fundraisers
- Engage entrepreneurs by utilizing the services of their local business
- Host an event for small business owners to meet Lion leaders





How to recruit and engage health professionals

The benefit of including health professionals in your club

- Provide a new perspective on the community's needs
 - Help te club to adapt and use technology to promote the club
 - Expand the existing network of your club to include a new generation of Lions
-

Because community is what we make it

- Young professionals expand the audience Lions serve
 - Innovate the ways members of the community are served by Lions
 - Form relationships with emerging community leaders for decades to come
-

Twelve months of engagement

- Mentoring opportunities throughout the year
 - Showcase emerging local business and young professionals
 - Empower young professionals' involvement in your club's outreach and leadership opportunities
-

Act now

- Partner with the local small business association to offer mentoring to young professionals
- Share information about Lions International causes within the community
- Host a networking event and involve young professionals in your next service project





How to recruit and engage city officials

The benefit of including city officials in your club

- Individuals have a direct impact on making change within the community
 - Key leaders within the community
 - Unite service organizations within the community to further the impact Lions have
-

Because community is what we make it

- Increase the awareness surrounding Lions within the community
 - Strengthen and connect Lions with existing resources in the community
 - Enrich existing partnerships and develop new community partnerships
-

Twelve months of engagement

- Monthly update on Lions' work within the community
 - Raise awareness to Lions' projects within the community
 - Form partnership with local governing body for monthly action
-

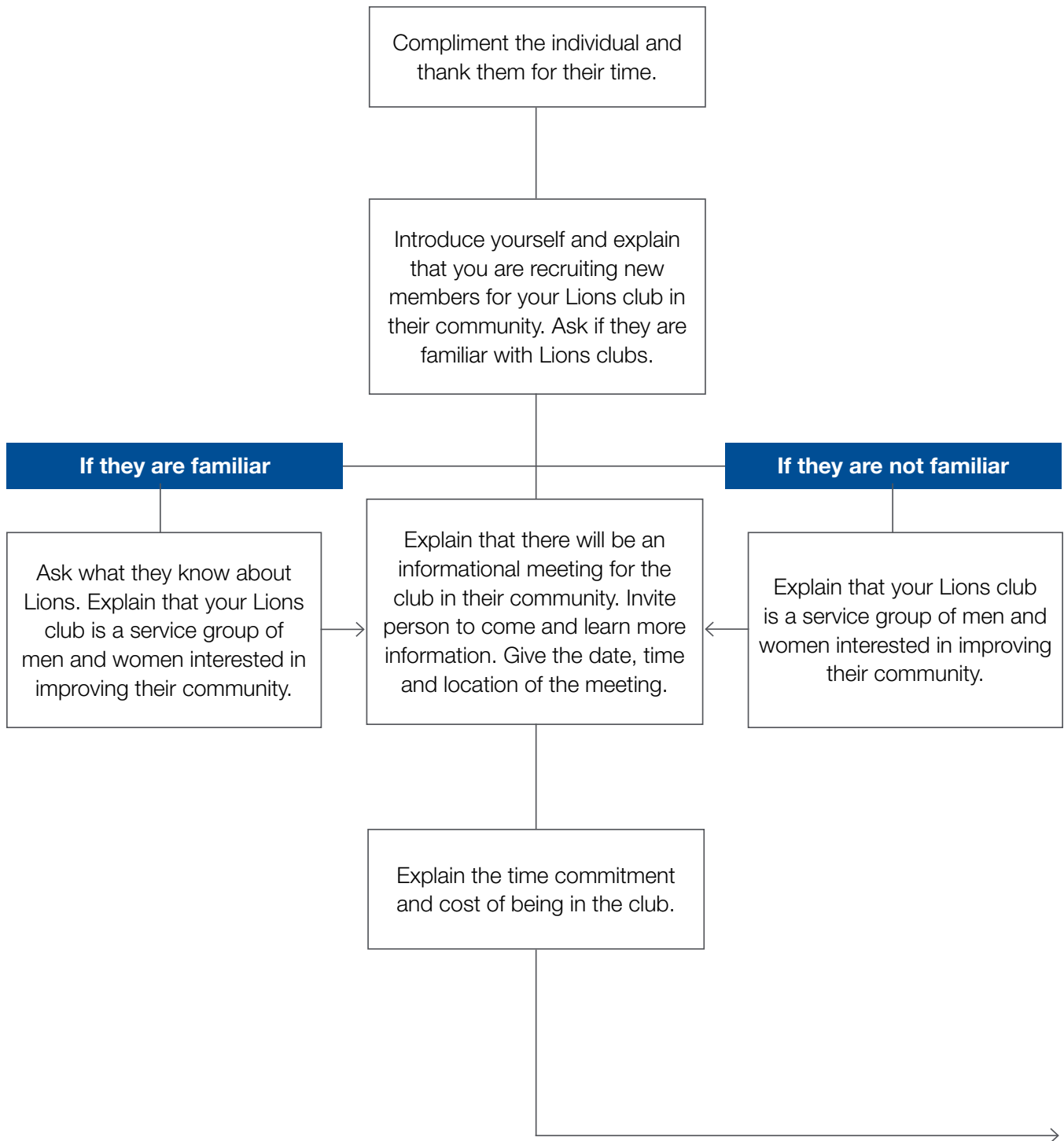
Act now

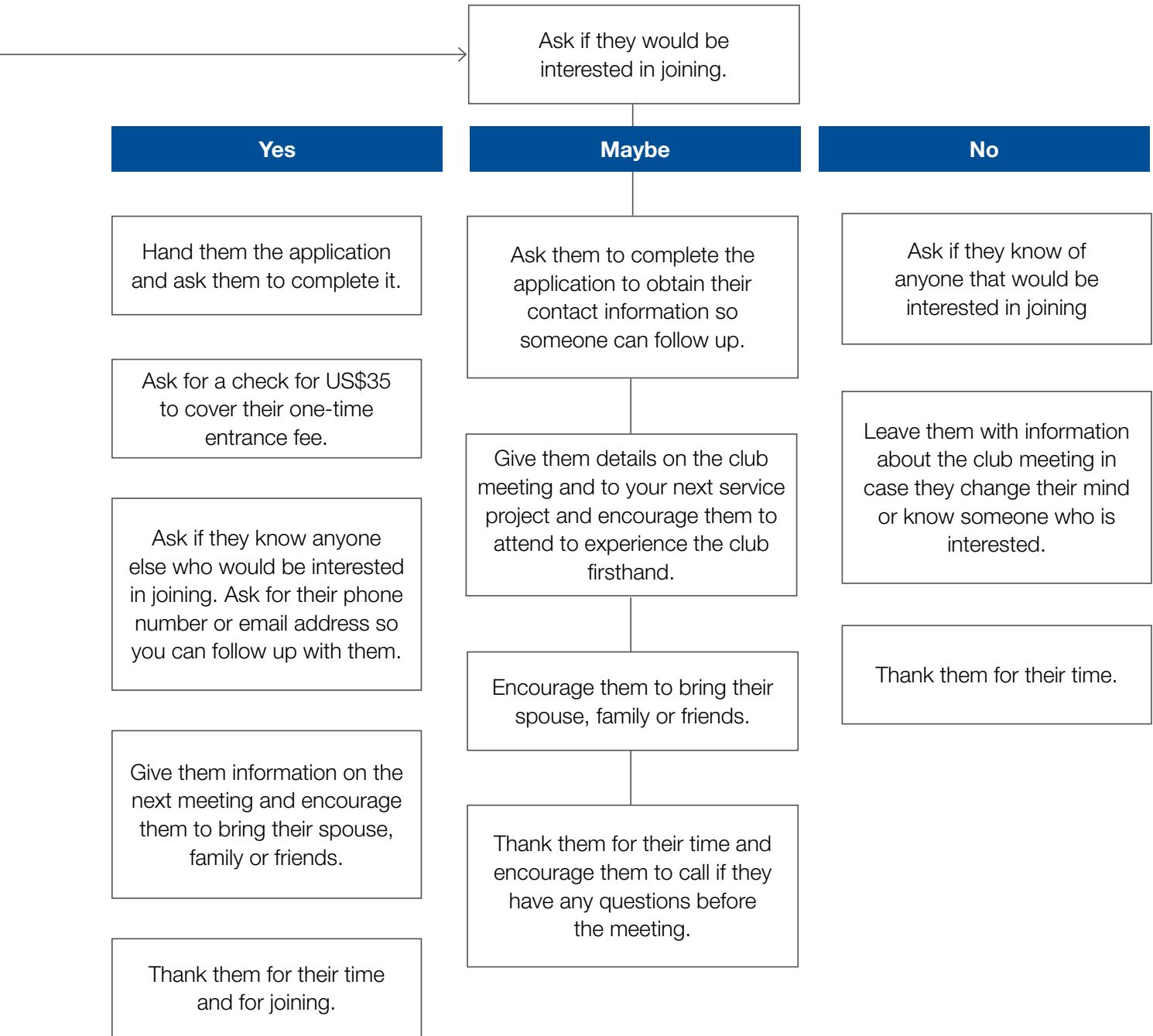
- Include local officials in the club and community needs assessment
- Share information about how Lions can partner to help serve
- Share Lions' service impact on community at community form
- Involve local officials in the planning of next service project



Script for Recruiting

The script below is a guide for talking to prospective members. It is most effective when you adapt it to your own personality and when you speak from the heart.





New Member Questionnaire

Club Name:

Date:

Why did you join our Lions club?

What are you looking for in your involvement with our club?

What personal skills do you have that might be an asset to our club?

What club activities would you like to be involved in?

What ideas do you have to improve our club experience?

What ideas do you have for service projects that we are not currently involved in?

Is there anything else you feel is important?





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