




1



Global Membership Approach Objectives

- 1 Rejuvenate districts with new clubs**
- 2 Revitalize clubs with new members**
- 3 Re-motivate members with fellowship and exciting service**

Grow membership across the District

2

2



CLUB'S GOAL

How many new members would you like to have join your club this year?

Have a clear club goal and strategic plan


3

3

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



4

4

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



5

5

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



6

6

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 like 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



7

7

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



8









8

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



 <p>We are looking for new members to help us organise events, raise funds and help others within our community. Please get in touch.</p> <p>#StepForward #JoinUs #LionsGetInvolved</p> <p>Join Us http://lionsclubs.co/Public/volunteer/</p>	 <p>Get Involved Our Lions Club needs you to get involved to help our local community</p> <p>#StepForward #JoinUs #LionsGetInvolved</p> <p>Join Us http://lionsclubs.co/Public/volunteer/</p>
 <p>Get Involved Lions Clubs get involved within their communities. We respond to local needs, work effectively to make a difference and have fun</p> <p>#StepForward #JoinUs #LionsGetInvolved</p> <p>Join Us http://lionsclubs.co/Public/volunteer/</p>	 <p>About Lions Wherever you live, work or travel, you are likely to come across members of Lions Clubs and projects we support</p> <p>#StepForward #JoinUs #LionsGetInvolved</p> <p>Join Us http://lionsclubs.co/Public/volunteer/</p>
 <p>Step Forward If you'd like to know more about Lions Clubs, and how we volunteer to make a difference in our local communities, get in touch with your local club or see: www.lionsclubs.co</p> <p>#StepForward #JoinUs #LionsGetInvolved</p> <p>Join Us http://lionsclubs.co/Public/volunteer/</p>	 <p>Helping others Every Lions Club supports a range of good causes and projects in its local area. Lions organise remarkable and memorable fundraising activities</p> <p>#StepForward #JoinUs #LionsGetInvolved</p> <p>Join Us http://lionsclubs.co/Public/volunteer/</p>
 <p>Every journey begins with a single step...</p> <p>#StepForward #JoinUs #LionsGetInvolved</p> <p>Join Us http://lionsclubs.co/Public/volunteer/</p>	 <p>Thank you for every penny If you have ever put a coin in a collection, supported one of our projects, attended an event we've organised or got involved with Lions Clubs in any other way... Thank You We are proud to be able to help those in need in local communities</p>  <p>#StepForward #JoinUs #LionsGetInvolved</p> <p>Join Us http://lionsclubs.co/Public/volunteer/</p>

Do you have some free time?

Tring Lions Club (established 1973) is a voluntary organisation.

What do we do?

- We fundraise to support local & global charitable causes
- We have pledged our support to Tring School World Challenge Expeditions where the students appreciate the challenges faced by other cultures and develop important life skills
- We help community projects by providing funds or our time
- We help run a Lions charity bookshop
- We sponsor a Diocesan Community Action Bus
- We organised the Carol Concert & raised more than £1500 with thanks to the generosity of the participants
- Since the club started, we have raised an estimated £55k (current value) to local and international projects
- We assist individuals in need such as driving them to various clubs


We are always looking for like-minded people in Tring and the surrounding areas to join us to expand our activities -

Are you that person?

Join us at the heart of your community and help make a difference. A few hours per month is all it takes

Come and meet us on the **FIRST TUESDAY OF EACH MONTH** at 8.00pm at the **Pending Manor Hotel, Cow Lane, Tring, HP23 5ZY**

Contact us to find out more - Phone: 0845 832 7466
Email: info@tringlions.org.uk or visit www.tringlions.org.uk



100
SINCE 1973
WHERE THERE'S A NEED
THERE'S A LION

NEW LIONS PASSPORT

A. Say "hello", to all members of your Club.

B. Find out why or how your sponsor became a Lion. _____

C. Find out who holds the longest length of service in your club? Why did they become a Lion? _____

D. When was your Club Chartered? Ask to see the Charter. _____

E. What is a Mother Club – Who is yours? _____

F. Has your Club been responsible for forming other clubs. If yes which ones? _____

G. Take part in three (different) service activities.
 1. _____
 2. _____
 3. _____
 (online or face to face)

H. Visit another Lions Club with your Sponsor.

J. Attend a Zone Meeting with your Sponsor.

K. Attend a District Workshop with your Sponsor or another member of your club.

L. Attend the District Convention or a Cabinet Meeting.

M. Lastly, Make a note of one thing you would like your club to be involved in and one thing you would like to change about Lions International. _____

Member's Name: _____
 Membership Number: _____
 Sponsor's Name: _____
 Club Name: _____

On completion send it to your DG
 Signed: _____
 (District Governor)

11

RESOURCES AVAILABLE

- From the District**
https://www.lions105a.uk/public/New_Lions_Passport.pdf
 Contact your Zone chair for AI 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](#)

12

12

