

FOCUS ON RECRUITING

By PCC Bill Filmore

For many years Lions were good at recruiting members, but we still had membership loss, so we focused our efforts on *Retention* and shutting the back door. However, now we have not been recruiting as many new members. We must remember that we must first get them in the front door and then concentrate on keeping the back door closed. Our recruiting efforts consisted of encouraging our members to find members and sponsor them into the club. It has been a hit or miss plan that has not produced the results we need. As Lions, we need to stop the hit and miss approach to recruiting and give recruiting some FOCUS. Membership programs and seminars have been promoted at the International, Multiple District and District level for years without results. The only program that will work is one that is implemented at the club level. It requires the right program and the commitment of the club leadership to increase membership. The following instructions were given to the Daleville Lions Club for their recent membership drive.

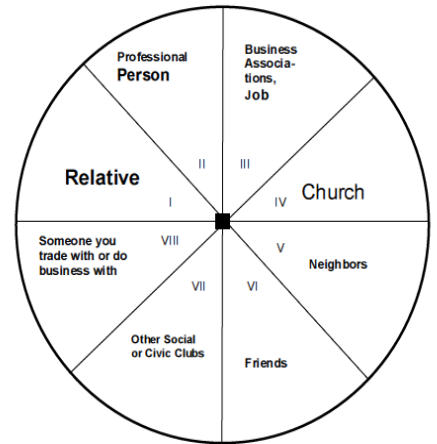
* * * * *



Find Prospects
Offer Opportunity to Come Together
Convince Prospects to Attend
Understand What Lions are About
Secure a Commitment to Join

Find Prospects.

Use the prospect wheel and brain storm for new members. Members set a goal for the club and buy in to the process. This recruiting drive is communicated to the members and public. The Daleville Lions Club has a goal of 12 net new members to take the club to a membership of 38 by the end of the year. A challenge goal has been set at 51 net members by end of year in recognition of the club's 51 years of service to the Daleville community. Over 36 names were obtained at the first meeting!



Convince Prospects to Attend.



Each prospect will receive a formal invitation to the dinner. It is very important that we have all the contact information on each of the prospects. We need their mailing address, their phone numbers and their e-mail address. One of the key and most difficult parts of this process is insuring these prospects make it to the meeting. The best way is to make personal contact and get a commitment from them that they will be there. We need to know the number for the caterer, so we are asking each prospect to RSVP. Let them know that this will not be a pressure event. They don't have to join that night unless they really want to. Ask them to simply come and listen to what Lions are all about.

Offer Opportunity to Come Together.

The event date is set. We will have our “Lions Night Out” on Monday, September 23, 2013 at the Daleville Cultural and Convention Center in Daleville at 6:30 p.m. Catering is being arranged. Each member will receive a form to sign up for dinner and pay in advance. Prospects attending will eat free. We ask each Lion to get their payment in as soon as possible, so we will know how many members to expect. It is real important for members to attend. We are expecting many prospects and it would be good for them to meet the members of the club. We need to set a good example for these new prospects, so mark it on your calendar and plan to attend.



Understanding what Lions is all about.

The program will be all about Lionism. We will show the prospects attending what Lions Clubs International is all about and specifically what we do in the Daleville Lions Club. This will



consist of different people speaking and a Powerpoint showing some details. Maybe a video or two and plenty of brochures and handouts they can take with them. There will be handouts and information provided. Prospects will have an opportunity to sign up as a new member that evening. We will go over the requirements for membership and answer all their questions about Lionism. It will be a soft sale. No high pressure. We may have some that sign up that night, but most will take the information with them and consider it before they make the commitment to join. The prospects may be overwhelmed with all that

Lions do, however, we need to let them know that it is what you have time for not everyone does everything. But if they saw something that interested them, they can plug into the club through that interest.

Secure a Commitment to Join

Most will not sign up on the Lions Night Out, so the most important part of this whole process comes down to securing the commitment to join. We have to close the deal. To do that, we need



to make sure we have good contact information. We need to make the contact by all means which will include a follow up email and phone call. However, many will not just mail in their application. A personal visit at their home or business will most likely be necessary to secure the \$25 Initiation Fee and the application

for membership. Our goal is to get all the new members into the club by



October 20, 2013. Sponsoring Lions will be real important at this stage. We really need the help of all Lions to make this happen. If we are going to be successful, this step is key!

You may be skeptical at this point and say, “well, if we haven’t been bringing new members in for the last several years, why would this effort be any different.” The answer is simple. We have to FOCUS. Anything that you constantly think about and focus on will bring results. Several years ago we had 28 members. We implemented this same program and went from a net 28 members to a net 44 members. A net increase of 16 members. We were top in membership in the State of Alabama and our club won the Rodderick Beddow Award for the top club in the State. WE CAN do it again. It will just take some effort. Join us to make this plan a reality. IT DOES WORK! Let’s Dream Big this year and make it happen AGAIN! If we will FOCUS our efforts on recruiting new members, we can increase our NET membership.

* * * * *

DALEVILLE LIONS 2013 RESULTS – GOAL REACHED!

On the *Lions Night Out* dinner, 20 guests attended and 6 of them signed up that evening. The sponsors got busy and by the end of October had pulled the applications in. What were the results? 12 net new members! Goal was achieved! Daleville went from 26 members to 38 members in a little over a month. The Induction Ceremony for 8 of the 12 of the new members was held at the regular meeting on November 4, 2013. However, the members are not finished. They will continue to recruit and sponsor new members now that they have the motivation and knowledge of what needs to be done. We hope to reach our challenge goal by the end of the year.

INDUCTION CEREMONY LEAD BY PIP FRANK MOORE



SPONSORS RECOGNIZED (BELOW) ALONG WITH NEW MEMBERS (RIGHT)

