

# Invite for Impact

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## Introduction and Objectives

The Invite for Impact course will support you in developing your club membership and recruiting Lions who are passionate about your club's priorities. This course will take about 45 minutes to complete.

## Course Objectives

The Invite for Impact course has three objectives.

1. Describe the four steps of the recruiting process.
2. Craft and implement a recruiting plan for your club.
3. Welcome new members and engage them in your club's work.

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## Section 1 Overview

Lions Clubs International recommends four key steps to invite new members that will be covered in this course, but here is a brief introduction of each step.

### Step 1: Prepare Your Club

With proper preparation, your club's recruitment efforts will be highly effective.

- Decide what your club would like to accomplish and how new members will help achieve this.
- Develop a member recruitment team that can focus on all aspects of member recruitment.

### Step 2: Create Your Club's Growth Plan

Develop an action-oriented plan that clearly outlines your recruitment efforts.

- Determine whom you will be recruiting.
- Determine where you will focus your recruiting efforts.
- Gather the materials you will need for outreach.
- Plan and promote your informational meeting.

### Step 3: Implement Your Growth Plan

- Reach out to target members as outlined in steps one and two.
- Host your informational meeting.
- Follow up with meeting attendees.
- Review your growth plan and adjust timelines if necessary.

### Step 4: Welcome New Members

- Conduct an induction ceremony.
- Ensure new members are properly onboarded through orientation.
- Provide mentoring to new members.
- Use the New Member Questionnaire to bring new members' voices to the club.

Take a moment to think about your experience with developing club membership. Are you confident about recruiting new members? Do you feel you have more to learn?

In the next part of this course you will explore each of these steps in greater detail.

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## Section 2 Overview

Welcome to the "Four Steps of Inviting New Members" section.

This section presents a comprehensive look at the four steps of recruiting new members. Knowledge of these steps will increase your confidence in recruiting new members. Applying these steps will ensure you are recruiting members who will be a good fit for your club.

Now that you have seen each of the steps in the first section, perhaps you have thought to yourself, “Wow, I have a lot to learn about recruiting for my club. I need to learn how to recruit members who want to be engaged in the focus of our club.”

Your next step will be to learn the details of each of the four steps to build both your knowledge bank and your confidence in recruiting new members.

This section will take about 40 minutes to complete.

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## “Just Ask” - The Four Steps

The Four Steps to recruiting new members come from the “Just Ask! New Member Recruiting Guide for Clubs.”

You will take an in-depth look at each of the four steps in this module. You may also review the “Just Ask!” guide in greater detail by clicking [here](#) to download the PDF booklet.

### The Four Steps

This section is divided into four sections, one for each step of the recruitment process.

1. Prepare Your Club
2. Create Your Club’s Growth Plan
3. Implement Our Club’s Growth Plan
4. Welcome New Members

Continue reading to learn about each of these steps in greater detail.

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### Step 1: Prepare Your Club

Following are some of the key pieces that Lions use to prepare for gathering new members.

First, there is the importance of assessing your club. Before planning to recruit new members, you will want to prepare by identifying a few key details about your club. The “How Are Your Ratings?” survey and the “Community Needs Assessment” tool can help identify these details about your club.

Start with deciding what you want your club to be. When preparing to recruit new members, it is important your club is clear about the direction it wants to go. Knowing what you want your club to be will help you create the message that will explain your club’s vision.

Here are three questions that will help you determine your club’s vision:

1. What does your club want to focus on?
2. What do your members want the club to be?
3. How do you envision your club next year? Five years from now?

Next, identify what you want your club to accomplish. On the surface, this may sound like the last statement; however, this focus is more about brainstorming what your club wants to do and less about what your club is.

Consider the questions below to help you determine what your club will accomplish.

- What type of service projects does your club want to accomplish?
  - Where?
  - How often?

You will also need to decide what your recruiting goals are. The Recruiting Goals tool (located in the “Just Ask!” guide) will help you define membership goals and help you consider how new members will fit with your club’s objectives. Following are some questions you should ask, along with information to help guide you to an answer.

1. Why does your club want new members? Before recruiting new members, it's important for your club to ask this question, “Why do we want new members?” Your answer should not be vague, like “For more service.” It should be specific, such as “If we had 3 more members, we could pack 100 more lunches for the homeless each month.” It is also important at this point to provide clear expectations. When you recruit new members, be specific about how they will help the club accomplish goals. This will set clear expectations for the potential recruit. Clear expectations will lead to higher levels of satisfaction and higher levels of participation.
2. Who does your club want as new members? Identifying members who are a good fit for your club can be helpful for sustaining engagement/participation levels and retention. Keep in mind recruiting 2-4 members at a time works best as new members will have opportunities to bond with one another during orientations. Be sure target members’ aspirations align with the club’s goals.
3. Who Does Your Club Want?
  - a. Younger Members and Women: Recruiting new members who reflect your community can bring different perspectives to clubs and can help provide additional ways of thinking.
  - b. Community Professionals: Community professionals bring a unique vantage point from which they see their community and ideas for how to meet their community’s needs. Consider the needs of your club as community professionals may have those assets.
  - c. Family Members and Parents of Leos: Having built-in connections to the club can lead to more enthusiasm and greater levels of commitment.
4. How will you build your membership team? Each member has strengths and preferences. Each club member can play a role in the recruiting process and should be encouraged to do so. Continue below to read descriptions of some of the important roles.
  - a. Organizing: Members who are planners can see each step and prioritize what needs to be done. These Lions should focus on guiding the club’s recruiting efforts.

- b. Promoting: Making sure potential recruits have a good understanding of your club and its priorities is key. Club members who are tech-savvy and creative can produce brochures, issue press releases and update your website and social media networks.
  - c. Reaching Out: Some of your club members love to socialize, especially about your club. These are the members you will want to promote your club and engage in conversations with prospective new members.
  - d. Welcoming: Once members have been recruited, it is important they become settled into the club. Club members who are trained in orientation and support the mentoring programs will play a key role in making new members feel welcome.
5. Who Will Help Recruit? Though all club members can play a role in the recruiting of new members, the Membership Development Team should guide the recruitment of new members. Review the Membership Development Team form (located in the “Just Ask!” guide) to support the development of this team.

Finally, you will want to use tools to assess your club and community. To ensure you are prepared and ready to recruit new members based on your club and community needs, consider using the following tools.

1. “How are Your Ratings?” Survey: This tool provides club members with the opportunity to offer feedback about your club’s strengths and challenges and will help to identify what matters most to members. Addressing and rectifying small issues within your club will be important to address before recruiting new members.
2. Community Needs Assessment: This assessment will help to identify the unmet needs within the community. The assessment will also assist with developing projects and programs for impact. New service opportunities can attract potential new members and provide a reason why you need them in the club.
3. Club Quality Initiative: Participating in this interactive workshop will help your club identify opportunities for improvement. This initiative will help your club reach its potential by looking at key areas that can assist in recruiting new members.

You can find more information about these tools in the Membership Chairperson section of the Lions Clubs International website.

## Step 1 Summary

You have now had a chance to look deeply at the first step for recruiting new members, “Prepare Your Club.”

Preparing your club before actively recruiting new members allows your club to:

- Identify community and club needs.
- Identify potential new members.

- Provide recruiters with a way to articulate club purpose to potential members.
- Ensure the club is ready to nurture new members' experiences.

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## Step 2: Create Your Club's Growth Plan

Before you begin recruiting, you will want to create and share your Club Growth Plan with club members.

Creating a Club Growth Plan will help to define answers to the following questions:

- Who will we recruit?
- Where and when will we recruit?
- What materials will we recruit with?
- How will we promote our informational meeting?

Take some time to read about how to answer these questions.

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## Who Will We Recruit?

Your team will want to identify groups associated with your target members. Ask your club members to think of all potential sources for new members.

Continue reading each of the following bullets for ideas of potential sources for new members.

- Use lists that have already been compiled. Look at organizations and businesses that share common interests with Lions clubs. As you meet potential recruits, you will want to collect information from them such as home addresses, e-mail addresses and phone numbers, if possible. The Build a Lions Network form (located in the "Just Ask!" guide) is a great resource for storing this information.
- Consider using contacts met while conducting the Community Needs Assessment. These community members will have key insights into the community and may be able to recommend community members who will be a good fit for your club.
- Your own club members are a valuable resource. Hold a brainstorming session with your club and ask each member to share the names of three businesses, groups or organizations that focus on the same areas in which your club does service.
- The list below will help you think of people who may be interested in joining your club.
  - Community Leaders
  - Relatives
  - People You Do Business With
  - Colleagues
  - Local Professionals
  - Religious Affiliates
  - Neighbors
  - Friends

- Make personal visits to local businesses and offices. Speak with business owners and managers about their interest in joining. You can be supported with the conversation flowchart (located in the “Just Ask!” guide.)

Tip: Potential recruits will want to learn more about your club. Like you, they will seek out additional information by looking at your website and social media. It is important the information they seek is current. You will want to include a calendar of events, meeting notices, and descriptions and pictures of service projects.

You can use the Club Locator on the Lions Clubs International website to find a link to your club’s web page. If a link to your club’s website is not listed, check with your club secretary to ensure the link has been shared.

## When and Where Will You Recruit?

The membership committee should take the lead here and decide which recruiting activities best fit your club and prepare the materials to use.

Read each numbered section title below for more information and tips.

1. **Hold an Informational Meeting:** A short, prepared program will let target members know what your club is all about. Opportunities for target members to speak one on one with club members can provide authentic insights about the experiences of club members. As part of the welcoming, light refreshments should be served.
2. **Sponsor a Community Event:** Hosting an event or having a booth at an event provides an opportunity to share a standard 30 second to two-minute speech about your club and its community impact. Gather contact information from target members who appear interested and share the club’s website and social media information.
3. **Host a Service Project:** Invite target members to a planned service project. This is an opportunity for the target members to see your club living its mission.

## Materials to Support Recruiting

When recruiting members, face-to-face conversations go a long way. Yet, once the conversation is over, target members will want additional information about Lions International, as well as your own club.

Both print and web-based materials can be strong assets for promoting all the great work Lions do.

Review both the “print” and “web-based sections below for an overview of what materials can support your efforts.

1. **Print:** Printed materials can go a long way for many potential recruits. Lions International offers a variety of recruiting materials that explain membership and the association. Publications can be downloaded from the Lions International website and printed for distribution. Additionally, print materials can be ordered from the Membership Department. You can also download Membership Applications and the Benefits of Being a Lion brochures from this [link](#).

2. Web-based: It is critical when recruiting new members that your club's online presence is up to date. New recruits will search for information about your club online, both websites and social media, before attending informational meetings. If your club does not have a website, the e-clubhouse tool can be used to create one. It allows you to begin with creating a home page, a calendar of events, a photo gallery and a contact page.

## Tips for Promoting Your Informational Meeting

Once you have a pool of target members, planning to promote your club's informational meeting is paramount. Informational meetings provide target members a chance to build a better understanding of what your club does and how it functions.

Continue reading each of the five bullet points below to learn how to promote your club's informational meeting for potential recruits.

- Ask each club member to bring one non-Lion to an informational meeting. Let members know that not everyone may accept the invitation, but eventually someone will be interested.
- Send target members invitations either by postal mail or email and make sure to include RSVP information. If sending the invitation by email, consider using a site that allows users to RSVP online. Should invitees not reply, consider following up by telephone.
- Be sure to include your club's website and social media information on invitations, and note that invitees are welcome to bring others who may be interested.
- Consider placing ads promoting your informational meeting in local newspapers, newsletters or magazines directed at your target members.

Informational meetings are a way to inform potential recruits about your club and how it functions.

Following are four additional tips on how to plan for an effective informational meeting.

1. Hold the meeting at the same time and day as your regular club meetings. Serve light refreshments.
2. Have a program no longer than one hour that details your club's goals and provides an overview of Lion's activities and member benefits. Include an agenda.
3. Emphasize your club's service, leadership development, networking and family involvement during the program. Ensure there is time for one-on-one conversations with club members.
4. Fully explain the costs of joining your club, including all dues and explain what the dues pay for.

## Step 2 Summary

Creating your club's growth plan is critical to ensuring you have the reasons and resources ready to recruit potential new members. In this section, we focused on these steps:

1. Who will we recruit?
2. Where and when will we recruit?



3. What materials will we recruit with?
4. How will we promote our informational meeting?

Next, in Step 3, you will learn about the next step of implementing your club's growth plan.

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### Step 3: Implement Your Club's Growth Plan

Creating your club's growth plan takes quite a bit of effort, but implementing the plan is where you will see the payoff.

Implementing your club's growth plan comprises three key steps:

1. Reaching out to target members.
2. Hosting your informational meeting.
3. Following-up with meeting participants.

Read below to learn about each of these steps in more detail.

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### Reach Out to Target Members

Outreach Lions within your club should be the leads when it comes to reaching out to new members. When connecting with target members, it is necessary to ask them what they think is important when it comes to volunteering. Asking this question will help you to assess if they would be a good fit for your club. Sometimes a neighboring club would be a better fit for some new members.

Additionally, conversations and visits are a great way to build relationships. In-person meetings provide an opportunity for authentic conversation. Lions International has developed a script for recruiting (located in the "Just Ask!" guide,) but the script is most effective when it is adapted to your own personality and when you speak from the heart about your own experiences in the club. Following are helpful tips to make the most of your recruiting efforts:

- During your conversations, always ask if the potential recruit has been previously asked to join a Lions club. If the answer is "no," follow-up by asking if they are interested in serving their community, as this is an opportunity to speak about your club.
- If the answer is "yes," ask them if they may be interested now or if they may know others who may have an interest in joining.

Following are five tips for visits. If you make visits to local businesses:

1. Do not wait more than 10 minutes – extra time can be used to contact multiple prospects. Ask if there may be another time to meet.
2. If asked for the purpose of your visit, state that you are recruiting for your community's Lions club and will only need 3-5 minutes.

3. The office you are visiting provides clues if you are observant. You can tell a lot about a person by what is on the walls. Awards, pictures and other items can provide these clues.
4. Limit the materials you carry. Only bring invitations to the informational meeting or service project. Let them know additional materials will be available at the meetings.
5. Always be positive. Remember, you are providing the opportunity to change lives! If prospects do not seem interested, thank them for their time, ask for a referral and move on.

## The Informational Meeting

You learned a little about your club's informational meeting in Step 2 but following is more information about what to be aware of before, during and after the meeting.

**Before the Meeting:** Make sure you have contacted the potential recruit, letting them know the time, date and meeting place for the informational meeting. Remind them they are free to bring others who may be interested in joining. Have an agreement from your board members that they are willing to accept potential new members.

**At the Meeting:** Set the room with fewer chairs than recruits you expect, but have extra chairs available. Dress in a professional manner; do not wear your Lions vest or too many pins. Personally welcome each participant. Start the meeting on time and do not let it last longer than 60 minutes; follow the agenda closely. Explain what your club does and why you need them. Show pictures or videos from club service projects if possible. Let recruits know about both the time and financial commitment. Distribute applications and collect entrance fees if possible.

**Follow-up with Meeting Participants:** Once the informational meeting has been completed, follow-up within 48 hours. Have your outreach Lions coordinate the follow up and consider the following tasks:

- Follow-up with any potential recruits who did not attend the informational meeting.
- Contact meeting participants and thank them for their time. Confirm their interest and invite them to the next club meeting or service project.

## Step 3 Summary

Your club should regularly review goals and your schedule to ensure you are on track. Adjust your timeline and goals as necessary. Implementing your club's growth plan is a critical step to recruiting new members. In this section, we have covered three key steps:

1. Reaching out to target members.
2. Hosting your informational meeting.
3. Following up with meeting participants.

With all of that hard work done, the final step will be to welcome the new club members.

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## Step 4: Welcome New Members

As you begin this step, all of your hard work has paid off and you are now prepared to support new Lions in changing their lives and the lives of others.

There are four steps you will want to follow-through on once new members have made a commitment to ensure they feel like they are part of the club.

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### Four Steps of Welcoming New Members

First, your club will want to conduct a new member induction ceremony. Second, you will want your club to provide orientation. Once your club inducts new members, you will want to provide mentoring. Finally, you will want to fulfill new members' desire to serve by involving them in your club.

Continue reading for more detail on each of these four steps to welcoming new members.

1. **Induction:** An induction ceremony is the symbolic beginning to a member's service as a Lion and is key to retention. Review the induction ceremony guide and prepare before the ceremony in order to ensure success. Remember to make the induction meaningful for the new member, and connect parts of the ceremony back to what the Lion expressed as interests in the new members questionnaire found in the "Just Ask!" guide. Be sure to have printed materials (like the member certificate) ready for presentation at the induction ceremony. Member kits can be obtained from the club supplies store, or from your district governor.
2. **Orientation:** The Lions New Member Orientation Guide should be used to conduct orientation within three months of members joining. This will assist in helping new Lions understand what their role is, how the club functions and develop a big picture understanding of Lions clubs.
3. **Mentoring:** Lions Clubs International recommends level one of the Basic Mentoring Program be completed during the same period as orientation. The program will help every member achieve their goal of serving their community. The program will support personal development and help members realize their potential, while preparing them for leadership roles in Lions, as well as their personal lives.
4. **Involving Members:** After welcoming your new members, it is important to actively involve them in club and service projects to ensure a good experience. Members join the club to serve. Members get involved for a number of reasons. They like to:
  - Serve their community
  - Be involved with a specific service or cause
  - Be with friends
  - Become leaders in the community
  - Be with other family members who are members

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## Step 4: Summary and the New Member Questionnaire

The four steps will go a long way in ensuring new members are engaged and excited about being in the club.

Members can also feel involved when you ask them their opinion. The New Member Questionnaire, located in the “Just Ask!” guide, is a good way to learn about new members and what they expect from the club and an opportunity to hear about their ideas for future club projects and activities.

Once your new members have made the commitment to join your club, it is important that your club make the commitment to new members that they will be welcomed, educated and engaged.

Following the steps of induction/orientation, mentoring and involving members will help to ensure new club members have their voice heard and become active members of your club.

There is a lot that needs to be done to ensure your club is ready to recruit and welcome new members.

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## Course Summary

We have covered the four key steps of the recruitment process. Click on any of the numbered bullets below to review that section.

1. Preparing Your Club
2. Creating Your Growth Plan
3. Implementing Your Club’s Growth Plan
4. Welcoming New Members

Thank you for the time you have taken in this course to learn about the best ways to develop your club’s membership.

The process may not be quick, but it will help to ensure as your club grows, the members you recruit are a good fit and will help to achieve your club’s goals.

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