



Lions Clubs International

NEW CLUB DEVELOPMENT GUIDE



New Club Development Guide

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District Benefits

There are many reasons to form new Lions clubs in your district:

- Fulfill unmet needs in communities that are not currently served by Lions.
- Attract families, women and younger members.
- Rejuvenate and grow membership.
- Increase the leadership pool.



Search Terms:

Throughout this guide, you will find this icon and a list of terms. To find more information and downloadable materials, type these terms into the search box on the LCI website.

Importance of Extension

WHY ORGANIZE A NEW LIONS CLUB?

We serve. We have more volunteers in more places than any other service organization in the world. Since 1917, Lions clubs have offered people the opportunity to give back to their communities and help those in need. Whenever a Lions club gets together, problems get smaller. And communities get better. That's because we help where help is needed – in our own communities and around the world – with unmatched integrity and energy.

Organizing a new Lions club gives more people the chance to make a difference, assist those in need and introduce new projects to local communities. There is no limit to where or how many community-based clubs can be formed. Where there is need, a Lions club can help.

Over the years, as community needs have increased, Lions have broadened their focus toward humanitarian efforts. Each Lions club is autonomous, and therefore may choose projects and activities that fit the lifestyles of its members and impact the community the greatest.

The following information provides guidelines to help you organize new Lions clubs in your area. Please adapt the strategies and techniques as needed to conform to local cultures and traditions.

Lions Clubs International (LCI) has many resources available to support your club. Contact the Membership and New Club Development Department at membershipdev@lionsclubs.org or go to the LCI website (www.lionsclubs.org).

CHOOSING A CLUB FORMAT

Our world is changing, and today's volunteers are looking for new ways to become involved in relevant issues and serve in a way that fits their ever-changing lifestyles. While community-based clubs are our tradition, we realize that one size does not fit all. That's why we offer several club formats for you to choose from:

- **Traditional Lions clubs** are ideal for bringing together a group of community-minded people to serve the needs of their community. They offer flexibility to reach new groups of people and serve a variety of communities.
- **Campus Lions clubs** are designed for college and university students, administrators, faculty, alumni and other community-minded individuals. Members serve the campus community while developing valuable leadership and business skills. Additionally, students are eligible to receive a special dues discount to make membership more affordable.
- **Lioness Lions clubs** offer current and former Lionesses the opportunity to honor their history as a Lioness while enjoying the benefits and privileges of being a Lion. Current and former Lionesses receive credit for their years of service as a Lioness and are recognized with a special Lioness pin.
- **Leo Lions clubs** provide an easy transition from Leo to Lions clubs by offering a special dues discount to graduating Leos and their peers. To charter a Leo Lions club, a minimum of 10 graduating Leos is required.
- **Club branches** enable a small group of at least five people to form a Lions club and start making a difference in their community sooner. Members become part of an existing "parent" Lions club, but select their own projects and activities.

All Lions club types in good standing have the ability to vote at district, multiple district and international conventions; apply for LCIF grants; and benefit from the service, training and leadership opportunities granted to all Lions clubs.



- Traditional Lions club
- Campus Lions club
- Lioness Bridge Program
- Leo Lions club
- Club branch
- Special interest clubs
- Cyber club
- Champions Lions club
- Lions Quest Lions club

Special interest clubs are chartered as traditional Lions clubs.

You can also start a new Lions club based on your interests or circumstances. Perhaps you have a hobby you enjoy, a community project you'd like to work on or a desire to volunteer with business colleagues. If so, form a **special interest club** that focuses on an element that many potential members have in common. Examples of special interest clubs:

- **Cyber clubs** include members from distant geographic areas – or hold club meetings online for convenience. At least 75% of charter members must work or reside in the multiple district in which the club is formed.
- **Champions Lions clubs** impact lives and improve communities. With a primary focus on projects that serve Special Olympics athletes, Champions Lions clubs empower and build accepting communities for persons with intellectual disabilities and their families. Download a copy of the *Champions Lions Club Guide* (EX-537) and brochure (EX-536) on the LCI website.
- **Lions Quest Lions clubs** help children grow into solid citizens by focusing on providing life skills to children in kindergarten through grade 12.
- **Educators Lions clubs**
- **Entrepreneurs Lions clubs**
- **Ethnic Lions clubs**
- **First responders Lions clubs**
- **Medical professionals Lions clubs**
- **Young adults Lions clubs**

You can also start a new Lions club based on your interests or circumstances, such as an ethnic Lions club.



STEPS TO NEW CLUB DEVELOPMENT

New clubs should be based on the needs within the community. Once you find a need, it is easy to charter a new club!

The process of chartering a new Lions club should take between four to eight weeks. If it takes more than eight weeks, you run the risk that members will lose interest and quit before the club becomes formally organized. To keep prospective members engaged if the process is taking longer, consider organizing a club branch so that projects can be conducted and recruiting efforts can continue among the new members. Once the club branch reaches 20 members, convert into a new club.

To organize a new Lions club you will need:

- ✓ 20 or more charter members
- ✓ A sponsoring club, region, zone, district cabinet or district committee
- ✓ Completed charter application and report of charter members
- ✓ Your district governor's approval
- ✓ Appropriate charter fees and certification forms

To organize a club branch you will need:

- ✓ A minimum of five branch members
- ✓ Elected branch president, secretary and treasurer
- ✓ A sponsoring club and branch liaison
- ✓ Your district governor to be informed
- ✓ Completed notification form

Statistics show that you can increase the sustainability of the new club by 70% when chartering with 25 or more members.



- Start a new club
- Club branch

STEP ONE: DETERMINE AREAS OF OPPORTUNITY

Find a Need and Fill It

Begin by creating a list of communities in your district that would benefit from a new club. Include both communities with no Lions club and areas that would benefit from an additional Lions club.

Consider the following:

- Size of the population
- Current service clubs and community organizations
- Local project possibilities and benefits for the area
- Groups of people who are not currently being recruited by existing Lions club
- Young adults, women, ethnic communities and other underrepresented groups
- Location of nearest possible sponsoring Lions clubs

Try this: Print out a map of your district and mark all the locations of existing clubs by placing a dot on the areas. This way you can clearly see which communities are not currently served by Lions.



You can pinpoint where existing clubs are in your area by using the *Find a Club* search engine on the LCI website (www.lionsclubs.org).

STEP TWO: DEVELOP YOUR TEAM

New club development should be a team effort in order to ensure the success of recruiting efforts and the new club. Team members should be hardworking, committed to the development of the new club and passionate about being a Lion. The following Lions will be instrumental in the development of the new club:

- **Global Membership Team (GMT) District Coordinator –**
A GMT coordinator is appointed in your district to assist in implementing local membership strategies and to promote membership initiatives to clubs as needed. The district GLT coordinator is also responsible for organizing Certified Guiding Lion Training and ensuring New Member Orientation is effectively implemented.
- **Membership and New Club Growth Team –** The Membership and Club Growth Team, made up of the district GMT coordinator, first vice district governor and one or two others, focus on growing new and existing clubs. These individuals have the expertise and desire to help charter a new club and are aware of the resources available from Lions Clubs International.
- **Guiding Lion and Certified Guiding Lions –** District governors are encouraged to appoint two guiding Lions, preferably Certified Guiding Lions, to guide the new club in its first two years of operation, orient and train new club officers, and motivate and support new club growth.
- **Members from the Sponsoring Lions Club –** Once the new club is formed, members of the sponsoring club will be working closely with the new club to ensure a proper orientation into Lions. Having members from the sponsor club involved in the new club development process creates a sense of ownership and pride for the new club.

Any club in good standing can sponsor a Lions club within its district.

The primary sponsoring club must be from the new club's district. However, a co-sponsor may come from any area.

Sponsoring clubs are required to:

- Support the guiding Lion(s)
- Check that all charter-member applicants meet the standards of being a Lion member
- Hold an in-depth organizational meeting
- Ensure that the chartered club has proper orientation into Lions
- Co-host Charter Night
- Encourage district participation
- Encourage interclub functions
- Help develop a membership retention and growth plan
- Assist in preparing the club's meeting agenda
- Support the club's activities
- Assist the club whenever called upon
- Provide guidance without interfering

Additionally, the sponsoring club will often purchase the club banner and gavel to present to the new club at the Charter Night celebration.

Once your team is established, consider dividing the members into the following four sub-teams:

	Responsibilities	Qualities
Lead Team	<ul style="list-style-type: none"> • Contact Lions' network via phone and email. • Research key leaders. • Set up appointments with leaders. 	<ul style="list-style-type: none"> • Organized • Tech-savvy • Comfortable on telephone • Strong writing skills
Field Team	<ul style="list-style-type: none"> • Develop a plan for outreach to integral community business leaders. • Visit business leaders and ask them to join Lions or attend informational meeting. • Hang informational flyers in high-visibility areas and at businesses. 	<ul style="list-style-type: none"> • Social • Professional demeanor • Quick thinker • Strong interpersonal skills
Ground Team	<ul style="list-style-type: none"> • Develop a plan for outreach to community members. • Set up promotion stations in the community. 	<ul style="list-style-type: none"> • Social • Professional demeanor • Strong interpersonal skills
Response Team	<ul style="list-style-type: none"> • Conduct follow-up with prospective members. • Keep new members informed about meeting times and updates. 	<ul style="list-style-type: none"> • Organized • Tech-savvy • Comfortable on telephone • Strong writing skills

See the back of this guide for more information on the above teams.

STEP THREE: CONDUCT SITE DEVELOPMENT RESEARCH

Bring the *Community Needs Assessment* to appointments to determine the needs of the prospective area before recruiting.

The purpose of conducting site-development research is to evaluate the needs of the community, gauge the feasibility of chartering a new club and collect information. While the objective of the research is not to recruit members, contacts made during the visit should be noted for a later visit during the recruiting phase.

Contact Community Leaders

The club organizer, and preferably two other knowledgeable Lions, should spend a day visiting the following community leaders:

- **Chamber of Commerce Executive Director**
 - Obtain a list of chamber members.
 - Ask about other service clubs in the area.
 - Ask about possible meeting locations.
 - Ask if a five-minute presentation can be made at the next meeting.

- **Mayor and Other Community Leaders**
 - Gain approval for the new club.
 - Discuss needs within the community.
 - Determine if other community organizations exist, what they do and when they meet.
 - Ask if a five-minute presentation can be made at the next council meeting.

- **School Administrators
(Superintendents and School Principals)**
 - Gain approval to discuss new club projects with school staff members.
 - Ask about possible youth programs or the need for a Leo club.

- **Officials from Law Enforcement Agencies,
Fire Departments, Human Service Agencies
and Business Groups**
 - Identify and discuss possible community needs.

Spend about 15 minutes with each community leader and explain that you are collecting information for the formation of a new Lions club. Ask each contact for his or her business card and the names of other community leaders who might be interested.

Visit Possible Meeting Locations

Visit local hotels and restaurants to find possible meeting locations for the informational and organizational meetings. Inquire about availability and prices of meeting rooms.

The Public Relations Department at Lions Clubs International has developed several *public relations tools* which include public relations guides, sample news releases, audiovisual presentations, public service announcements, promotional materials and more.

STEP FOUR: PROMOTE THE NEW CLUB TO THE COMMUNITY

Before recruiting begins, and throughout the duration of club development, promote the new club to the community. To launch a successful campaign, first identify your potential members and develop a campaign that highlights the intended message that will appeal to the demographic group you are targeting.



- Communicating your activities
- Community Needs Assessment



STEP FIVE: RECRUIT CHARTER MEMBERS

Who will we recruit?

The first step is to determine who will be contacted to join the new club.

Community leaders are vital to new club development because they are:

- Aware of the needs in their community
- Able to make a difference
- Aware of community organizations, such as Lions
- Skilled professionals who can give the new club a strong foundation
- Able to recruit other leaders

Residents are also vital to new club development because they:

- Have a vested interest in their community
- Know what the needs are
- Can recruit other community-minded individuals

Here are some guidelines to assist with identifying prospective members:

- Use lists that have already been compiled from your site-development research.
- If you conducted a *Community Needs Assessment*, don't forget to ask your contacts to join the new club.
- Use the *Recruiting Wheel* in the back of this guide to help think of people who may be interested in joining the new club. Use the *Build a Lions Network* form in this guide to collect the information.
- Be sure any list includes either a physical addresses or email addresses, depending on the method of sending out invitations. Phone numbers are a plus for follow-up purposes.
- Make personal visits to local businesses and offices. Speak with the business owners or managers about their interest in joining, and ask for their permission to speak with their employees about joining.

How will we recruit?

The next step is to determine how the members should be recruited. In general, there are five ways a Lions club can be developed. The five strategies include:

1. **Canvassing:** Recruiting community and business leaders by making unscheduled personal visits
2. **Limited Recruiting:** Inviting only people recommended by other Lions or key community or business leaders

Asking a business owner to post a flyer in their window to promote the new club and the informational meeting provides a great opportunity to invite him or her to join the club.

Tell prospective members your story—why did you become a Lion and why are you still a Lion. When they have a concept of what Lions do and how they help, they may be more inclined to join.

The Lions Learning Center offers a variety of courses on leadership, managing others, achieving results and communication. Consider registering for the communications course to learn how to increase interpersonal skills and be successful with public speaking. You can also learn how to develop an elevator speech when talking to prospective members about Lions.

3. **Group Conversion:** Meeting with an established group of people who have an interest in community service as Lions
4. **Ground Recruiting:** Setting up informational tables in the community to target interested residents
5. **Branch Development:** Recruiting a small core of people to join an existing parent club with the purpose of launching a local project

One of the most effective ways to recruit members for a new club is to contact community and business leaders in person. While many Lions might feel uncertain about approaching leaders to discuss Lions, they usually find that many people are generally aware of Lions activities and view the association in a very positive light.

Visit the [Lions Learning Center](#) on the LCI website to find online communication training courses to support you recruitment. Also, see the recruiting script in the back of this guide.

Recruiting Tips

1. **Dress appropriately.** Dress in a professional manner with your Lions pin. Wearing Lions vests and several pins can be a distraction to the prospective member.
2. **Turn your phone off.** Make sure you turn your phone or ringer off before meeting with a prospective member to ensure there are no distractions.
3. **Start at the top.** You can sell down, but you cannot sell up. Always ask to speak to the business owners or managers to gain their commitment. After they have shown interest, then ask if anyone else in the organization might be interested. Recruiting support staff first may offend the owner/manager.
4. **Overcome obstacles at the front desk.** A secretary or office manager typically screens visitors for the owner or manager. For this reason, you may be asked about the nature of your visit. If you are asked, simply say, "We are in the process of forming a new Lions club in the community and only need three to five minutes of your boss's time."
5. **Do not wait more than 10 minutes.** Your time is better spent moving on to the next prospect and gives a sense that your time is important. Instead, ask if there is a convenient time to come back.
6. **Do not carry too much literature.** An abundance of materials can be distracting and may result in the prospect's asking you to just leave the information for their review. If they are too busy to speak to you, they will be even less likely to read the material.
7. **Obtain clues from their office.** You can tell a lot about a person by looking at the décor on the walls or items on their desk. Do they have a family, a hobby, a humanitarian interest? Often awards, pictures and other items can provide such clues.
8. **Anticipate responses.** Be prepared to respond to people's reasons for not joining. Some possible responses are included below:
 - Prospective Lion: I'm not from around here.
 - Response A: Lions is an international association so it's likely we have a club near your home. Would you like us to take your contact information and pass it along?
 - Response B: We are always looking for new places to start clubs. We can take your contact information and let you know when we are forming a club near you.

Prospective Lion: I don't have enough time.

Response: Lions clubs meet one to two times a month and there is no minimum requirement of time that you must invest. You could be an active participant by coming to meetings or just attending service projects that help improve the community.

9. Always be positive and leave them smiling. You are providing opportunities to change their lives, not selling a product. If the prospect does not appear interested, thank them for their time and move on to the next prospect. An irritated individual will not join and will then have negative thoughts of Lions. If the prospect is interested, make sure that he or she feels welcomed.

10. No matter who you approach and what their answer is, always ask for referrals. Someone they know may be interested in becoming a Lion.

Suggested Materials for New Club Development

The Extension and Membership Division has put together new club kits to compile all of the information you will need for starting a new Lions club in one place. The following kits are available:

- Traditional Kit (KITEXT)
 - Also consider the *Special Interest Lions Club Flyer* (EX-544), *Champions Lions Club Guide* (EX-547) and *Champions Lions Club Brochure* (EX-546) if forming a traditional special interest club.
- Campus Lions Club Kit (KITCC)
- Lioness Lions Club Kit (KITEXT + Lioness Brochure MKLP-1)
- Leo Lions Clubs Kit (KITEXT + Leo to Lion Program Brochure LL-1)
- Club Branch Kit (KITBR)

Suggested Materials for Recruiting

- **Better Communities. Changed Lives** (EX-511): This recruiting brochure is designed specifically for new clubs. It highlights how new clubs are formed, member benefits, and a brief overview of Lions clubs.
- **Charter Member Application** (TK-188): Prospective members complete this application when joining a new club.
- **Recruiting Flyer** (EX-109A): Choose from five designs to entice prospective members to learn more about Lions by attending an informational night for a new or existing club. Available on the LCI website only as a writeable PDF.
- **Lions Make a Difference** (ME-40): This recruiting brochure provides details about who Lions are and what they do. Included is an interest form that can be completed by a prospective member.
- **Family Membership Brochure** (MPFM-8): This brochure explains how families can be involved in a Lions club and make a difference in the community together.
- **I Am a Lion** (ME-37): This innovative publication targets potential women members and highlights service that may be of interest to women.
- **Be Part of Something that Matters Brochure** (EX-801): This brochure targets young adults for membership and is useful when inviting young members.
- **Lions Pocket Card** (ME-33): Used by many Lions as a companion piece to the *Membership Application* or as a supplement to the Lions New Member Orientation Program, this card folds easily into a compact size. It is packed with information about the association's mission, purpose, ethics and history.

To order the above materials, contact the Membership and New Club Operations department (memberops@lionsclubs.org).

The number one reason for not joining is that they were simply never asked.

Before recruiting, schedule a date, time and location to have the informational meeting so that you can provide the prospective members with the information.

It's an honor to be a Lion. That is why we want to invite people who are community-minded and have a large capacity to serve.

Following Up on Leads

Each day, collect new member information and leads gathered from each team, and put them into five categories:

	Category	Action Taken	Action Needed
Group 1	Charter Members	Completed an application and paid the charter fee.	Send a letter of congratulations with the date, time and location of the first club meeting.
Group 2	High Interest Prospects	May come to a club meeting but did not complete an application.	Send a letter inviting them to the meeting.
Group 3	Other Prospects	May be interested but could not attend a clubmeeting.	Keep on the mailing list and contact them following the first meeting with an update on the club's progress. Continue to invite them to get involved.
Group 4	Possible Prospects	Listed names of people who may be interested.	Determine a time to contact them in person.
Group 5	Not Interested	Expressed no interest in joining at the current time.	Keep on the mailing list for future projects and events of the new club.

It is important to send each lead and new member a personalized letter confirming the date, time and location of the meeting within 48 hours of contact. Use professional-looking letterhead and personally sign the letter.

STEP SIX: THE INFORMATIONAL MEETING

The informational meeting is the first time that the prospective members meet to find out more about Lions and the new club. The objective is to begin to build the new club's membership and prepare for a successful organizational meeting.

Approximately 20-25 percent of the people who signed up to join the new club will attend the informational meeting. Do not be discouraged. Here are some tips to increase attendance:

- Send follow-up letters and emails to each lead within 48 hours of meeting them.
- Use professional looking stationery/letterhead to receive a better response.
- Call prospective members who indicated that they will attend the informational meeting to remind them of the date, time and location.
- Encourage prospects to invite their friends and other community-minded individuals who might be interested in joining.
- Promote the informational meeting in local newspapers and post flyers around the community.

Meeting Preparation:

- Set the room for fewer people than you expect. Consider having additional chairs available just in case more people attend. Because this meeting should only last one hour, do not serve a meal, have some light refreshments such as cookies and soft drinks available.

The number of Lions in attendance should not outnumber the number of attendees. You do not want to intimidate the new or prospective members. However, the guiding Lions should be in attendance since they will be working directly with the new club, as well as the district governor.

- Lions should dress in a professional manner and not wear their Lions vest or too many pins. This may imply that all members have to wear the vest and pins and discourage prospective members from joining.
- Consider creating name tags with the attendees' names in advance so they know you were expecting them when they arrive.
- Ensure there is a Lion by the door welcoming the attendees as they come in.



Start on time, and end on time. The meeting should not last longer than 60 minutes.

Emphasize that 100% of the money collected from the public goes directly to helping those in need.

The club should meet every week until the club is formed. After 8 weeks, if 20 charter members have not been reached, organize a club branch so the new members can begin serving the community.

Conducting the Meeting:

The emcee should be a dynamic speaker. It is important to display a professional image of Lions since this is most of the attendees' very first experience with Lions. Start the meeting on time, even if there are only a few attendees present.

- **Welcome** the group and **ask** each person to introduce himself or herself and provide both personal and professional information. (Do not rush this exercise. It is important to know who their fellow Lions are/could be).
- **Introduce** the Lions in attendance and emphasize that they will be here to assist the new club. Only state the titles of the district governor, club organizer and the guiding Lions. It can be overwhelming to a prospective member to hear a number of different titles that Lions have at the first meeting.
- **Present** an overview of Lions activities and membership benefits.
- **Begin a discussion** by asking attendees if they can see how a Lions club can help their community. **Mention** that there is a cost to forming a Lions club and fully explain the membership dues (international and local). It is important that they fully understand that they have to pay a one-time charter fee to join and semi-annual dues.
- **Ask** attendees to think about the types of projects that the club could support and invite them to bring a friend to the next meeting (which should be within one week of the informational meeting.) **Explain** that at the next meeting the club will elect officers, identify projects and begin working on them.
- **Verify** that the date, time and location of the next meeting are convenient for everyone. The next meeting should be within one week of the informational meeting, and meetings should continue each week until the club reaches 20 members.
- **Collect** charter member applications and fees.

Post-Meeting Follow-up:

The following day, send a letter to each attendee thanking them for attending and include details of the next meeting. For those prospective members that did not attend send a letter outlining the meeting's accomplishments, noting the possible projects and provide information on the next meeting.

It is important to personally contact the people recommended during the meeting to invite them to attend the next meeting. Keep continuing to contact other people in the community and invite them to the next meeting.

If you posted flyers around the community advertising the informational meeting, replace those with information for the next meeting.

One to two days before the next meeting, make phone calls to members and prospective members to confirm their attendance.

It is important to personally
contact the people
recommended during the
meeting to invite them to attend
the next meeting.



Once projects are determined, encourage the new club to promote them to the local media. This will create awareness of their club and may result in additional new members.

STEP SEVEN: THE ORGANIZATIONAL MEETING

The organizational meeting is where the club members will elect officers and begin planning their first service project.

The set-up for this meeting is the same as the informational meeting.

Conducting the Meeting:

- **Welcome** the group. If there are a lot of new attendees, you may wish to repeat the informational meeting and cover the history of Lions more thoroughly.
- If most participants attended the first meeting, **review** the list of possible service projects and invite the new attendees to add to the list. **Ask** the group to identify three projects to undertake and discuss how the projects can be accomplished and what can be done before the next meeting.
- **Explain** that before the group can move forward, a charter club application or branch application is needed so that members are covered by liability insurance and can do community service as Lions.
- If the group decides to hold elections, **conduct** elections and then **complete** the charter application. A fully chartered club (with 20 or more members) will need to elect a president, secretary, treasurer, and club membership chairperson. A club branch will need to elect a branch president, secretary and treasurer.
- **Set-up** a date, time and place to hold the next meeting.

Post-Meeting Follow-up:

- Set up a meeting with the club officers to begin new club officer training as further outlined in the *Certified Guiding Lion Training Course* workbook.
- Continue to encourage members to promote their club and bring others to the next meeting or upcoming service project.
- Continue to follow up with those who showed interest but did not attend the informational or organizational meeting.

STEP EIGHT: NEW CLUB APPLICATION

Naming the New Club

A proposed Lions club or club branch must be known by the actual name of the “municipality” or its equivalent governmental subdivision in which it is located. The term “municipality” is construed to mean the city, town, village, prefecture, county or similar officially named governmental unit. Campus clubs may deem the name of the college or university as the “municipality.” If the proposed club is not located within a municipality, it must be known by the name of the most appropriate and locally identifiable official governmental unit in which it is located.

The “distinguishing designation” for clubs located in the same “municipality” or equivalent governmental subdivision may be any name which clearly identifies the club from all other clubs in the same municipality or equivalent governmental subdivision. The “distinguishing designation” will be affixed after the governmental municipality.

Other naming restrictions:

- The term “Host” is a title of prestige to recognize the club as the parent or oldest club in the municipality.
- The club cannot be named after a living individual, unless they have served as international president.
- No Lions club may add “International” as a distinguishing designation to its name.
- When including a company or other trademarked name, a letter or document demonstrating that the company has authorized the use of its corporate name in connection with the naming of the club must be provided.

Dues

Lions club members pay annual international dues, unless eligible for dues reduction, in addition to club, district and multiple district dues. International dues total US\$43, and are billed semi-annually. International dues are charged starting one month after the charter approval date and cover many member benefits, including liability insurance and a subscription to LION Magazine. The amount of club dues should be established at the organizational meeting and should be collected as soon as possible. Dues are often collected with charter fees.

Completing the Club Branch Application

Complete the *Notification of Club Branch and Officer Update (CB-1)* and *Report of Branch Membership (CB-2)* with at least five members and collect the US\$25 entrance fee from each new member. Submit the forms to Lions Clubs International and add the branch members to the parent-club roster.

IMPORTANT: Students of new Campus Lions clubs, or clubs with a majority of student members, are required to prepay one year of international dues at the student member rate and submit with the charter application.

Leo Lions and Young Adults

All Former Leos are eligible to receive charter-fee exemption with the completion of the *Leo to Lion Certification and Years of Service Transfer Form* (LL-2).

Additionally, current and former Leos, between the age of legal and through age 30, pay only half international dues and are exempt from any entrance fees. The *Leo to Lion Certification and Years of Service Transfer Form* (LL-2) must be submitted with the charter member application for each graduating Leo.

Leos can also form a Leo Lions club with at least 10 former Leos and enable other young adults between the age of legal majority and through age 30 to receive the charter fee waiver and pay only half international dues. The *Leo to Lion Certification and Years of Service Transfer Form* (LL-2) must be submitted with the charter member application for each eligible young adult.

IMPORTANT: Full payment of charter fees is required in order for International Headquarters to process and approve your Lions club application. Please see the payment instructions that accompany the charter application for more information.

AVAILABLE CHARTER AND DUES DISCOUNTS

Family Membership

Family members have the opportunity to receive a special discount on dues when they join a Lions club together. The first family member (head of household) pays full international dues (US\$43), and up to four additional family members pay only half the international dues (US\$21.50). All family members pay the one-time charter fee of US\$30.

The Family Membership Program is open to family members who are (1) eligible for Lions membership, (2) currently in or joining the same club, and (3) living in the same household and related by birth, marriage or other legal relationship. Common household family members include parents, children, spouses, aunts and uncles, cousins, grandparents, in-laws and legal dependents.

Family membership is limited to no more than five qualifying members per household, and new clubs must have a minimum of ten full-paying members. Same-household residency is not required for family members under age 26 if they are pursuing higher education or serving in their country's military.

To receive the family membership dues rate, complete the family section on the *Report of Charter Members form* (TK-21A).

Student Members

Students enrolled in an educational institution and between the age of legal majority and through age 30 pay only half international dues and are exempt from any entrance fees. To receive the student dues rate, complete the family section on the *Report of Charter Members form* (TK-21A).

Students over the age of 30 in Campus Lions clubs may also complete the student section and pay only a US\$10 charter fee. Students over 30 pay regular charter fees and international dues.

STEP NINE: CHARTER APPROVAL

Once the charter application is approved, new club supplies and charter member materials, including charter member pins and certificates, will be sent to the new club's guiding Lions.

The Charter, accompanied by a congratulatory letter from the international president and a sponsor patch, is sent to the district governor to be presented during the Charter Night celebration. Other supplies may be purchased from the Club Supplies Department at Lions Clubs International.

Is your district chartering ten or more clubs in a single year?

Districts who charter ten or more new clubs in a fiscal year must provide verifications that the new clubs will be supported for long-term growth. Additional requirements are as follows:

- Submit a detailed plan outlining the support that the new clubs will receive.
- Provide payment of one-half annual international dues upon submission of the charter application.
- Receive charter application certification from both the district and the first vice district governors.
- Receive approval from the membership-development committee.

IMPORTANT: The charter application, along with any corresponding Extension Award nominations, must be received at LCI headquarters before the close of business on June 20 to be credited to the current fiscal year's annual records.

Please allow 45 days from the date the application is received at International Headquarters to process the charter application and also to receive the official charter and club supplies.



Charter Night Celebration

STEP TEN: CONTINUED CLUB DEVELOPMENT

Sponsoring Club Assistance

Once the new club has received its charter, the sponsoring club should continue to offer support where needed. Sponsoring club officers often visit new clubs during regular meetings, provide assistance with activities and meet with the officers so they become familiar with Lion policies and procedures. Some sponsoring clubs will co-host a meeting or two for the new club until the new club officers feel comfortable holding meetings on their own.

Successful sponsoring clubs continue to support club officers through personal contact and by offering counsel and advice when needed. These sponsors also know when to step back in order to let the new club find its own way.

Guiding Lion Support

Guiding Lions support the new club throughout the first two years. The Certified Guiding Lion Program provides an outline for training club officers to help the new club build a strong foundation. The training is available in the *Certified Guiding Lion Program Course* workbook (DACGL-1).

Transition of Power

The goal is to develop a strong, self-sufficient Lions club. As the officers are elected, the sponsoring club, guiding Lions or other mentor should begin encouraging them to take control of meetings and activities and delegate responsibilities to other club members to get them involved. However, be careful not to overwhelm them. Gauge their leadership ability and offer support and guidance only when needed.

NEW CLUB DEVELOPMENT AWARDS

Participating in the development of new clubs is a significant achievement. To underscore the importance of new club development, Lions Clubs International offers a number of special awards to recognize the valuable service of extension-minded Lions.

Extension Awards

Extension Awards are presented to the two Lions, who, in the opinion of the serving district governor, provided the greatest assistance in the organization of a new club.

A maximum of two extension awards may be presented for each new club. Extension Awards for chartering new clubs are awarded at the following benchmarks: 1-5, 10, 15, 20, 25, 30, 40, 50, 75, 100 and 150 clubs.

Any Lion may receive the award, including transfer charter members, with the exception of the district governor, new charter members and international representatives. Recommendations should be noted on the charter application or reported within six months of the charter approval.

Extension Awards will be presented after the club has been chartered for a year and a day. The Extension Award will be sent to the district governor for presentation to the club organizer(s).

District Governor Extension Award

The District Governor Extension Award is awarded to district governors who charter one or more clubs within their district. The prestigious pin is personalized to display the number of clubs chartered during their year.

District Governor Extension Awards will be issued to the immediate past district governor after June 1 following their fiscal year. The award will indicate the number of new clubs formed in the previous fiscal year that are still in good standing as of May 31 of the next fiscal year.

Family Membership Banner Patch

The Family Membership Banner Patch is awarded to new clubs adding 10 or more new family members at the time of charter. The banner patch is sent with the new club charter.

New Club Sponsor Banner Patch

Clubs that sponsor a new club receive a patch to proudly display on their club banner. The patch is usually presented to the sponsoring club during Charter Night.

Campus Banner Patch

A Lions club that sponsors a new Campus Lions club receives a distinctive banner patch. The patch is sent to the district governor and usually awarded during the Charter Night celebration.

Campus Award Pin

An award pin is presented to up to two Lions who help charter a Campus Lions club, as determined by the district governor. The award is sent with the Campus Banner Patch and usually presented to recipients during the Charter Night celebration.

Club Branch Banner Patch

Clubs that sponsor a branch receive a Club Branch Banner Patch. The patch is mailed to the parent club president once the branch is received and approved by Lions Clubs International.

Club Branch Award

Club branch liaisons are recognized with a prestigious pin when the new branch is formed. This pin is sent to the parent club president with the banner patch for presentation.

LEAD TEAM RESPONSIBILITIES

- 1. Build a Lions' Network** – Think of people you know who live or work in the area of the new club and complete the *Build a Lions' Network* form in the back of this guide. Consider your friends, family, associates and acquaintances to recommend for the new club.
- 2. Research Key Community Leaders** – Many people are more open to joining a club when the community leaders support it and are involved. They make great Lions, not only because of their influence, but also because of their experience and leadership skills. They know the area's needs and they have a desire to get things done. Using the *Key Community Leaders Prospect List* in the back of this guide, research the leaders in the area.

Conduct Lions' Network outreach – Once the informational meeting is scheduled, begin outreach to the Lions' Network via phone and email.

- In the first round of communication – which should take place at least two weeks before the meeting – let the prospect know that a new club is being formed in their area. Invite them to the informational meeting and ask them to RSVP to you. Don't forget to refer to the person who recommended them by name.
 - The second round of communication – one week later – will either be a follow-up to those who did not respond or a reminder of the meeting for those individuals who confirmed that they will attend. Send another reminder email the day before the meeting.
- 3. Conduct Key Leaders outreach** – Using the *Key Community Leaders Prospect List*, reach out to the prospects by setting up a time to personally meet with them. Initial contact should be made by phone. Refer to the *Recruiting Script* in the back of this guide.

Lead Team Tips

1. Delegate responsibilities according to team members' strengths. Good writers will be an asset for drafting emails. Lions with research skills would be suited to working on gathering the key leaders' information. In-person and phone outreach would be best suited for Lions with outgoing personalities.
2. Make sure to enunciate, and speak slowly and clearly when on the phone. Many of the key leaders' offices receive numerous phone calls all day. Make it easy for them to understand you and use the utmost respect and best manners.

FIELD TEAM RESPONSIBILITIES

- 1. Build a Lions' Network** – Think of people you know who live or work in the area of the new club and complete the *Build a Lions' Network* form in the back of this guide. Consider your friends, family, associates and acquaintances to recommend for the new club.
- 2. Develop an outreach plan** – As a team, research and develop multiple routes that will allow you to post flyers in public, high-traffic areas and speak to the managers/owners of popular businesses. Consider doctors' offices, grocery stores, restaurants, eyeglasses stores, libraries, community centers, etc. Make sure to coordinate with the Ground Team to avoid contacting businesses twice. Also, try to visit locations during less busy times. For example, a restaurant manager or owner will be too busy to speak to you during lunch or dinner.
- 3. Get materials** – Ensure you have enough brochures and applications. You can order extra materials at no cost from the Membership and New Club Operations Department (memberops@lionsclubs.org).

Download and print *recruiting flyers* (EX-109a) the LCI website. You'll need to fill in the date, time and location of the informational meeting. You can also use this as a handout, as well as posting in windows of businesses.

- 4. Conduct outreach** – Visit business and community leaders and invite them to join the new club and the informational meeting. Don't forget to ask for referrals and permission to post a flyer in their windows.

Field Team Tips

1. Carry a limited amount of literature in your hands to avoid looking like a salesperson.
2. Walk the outreach routes in groups of two or three to maximize your time and reduce the risk of overwhelming the prospective Lion.

GROUND TEAM RESPONSIBILITIES

- 1. Build a Lions' Network** – Think of people you know who live or work in the area of the new club and complete the *Build a Lions' Network* form in the back of this guide. Consider your friends, family, associates and acquaintances to recommend for the new club.
- 2. Develop an outreach plan** – As a team, research and select three to five community businesses that have a large volume of customers, especially families. Consider grocery stores, gas stations, restaurants, etc.
- 3. Contact businesses** – Ask the owners or managers for permission to set up an informational booth or table for a few hours. A phone call or in-person visit is the best way to contact them. Let them know that you'll not be selling anything, but rather engaging the community members to support their area. Allowing Lions to recruit and distribute information outside of their stores shows their commitment to strengthening the community – a win/win!
- 4. Get materials** – Ensure you have enough brochures and applications. You can order extra materials at no cost from the Membership and New Club Operations Department (memberops@lionsclubs.org).

Make the table “eye-catching”. Consider a banner, a tablecloth and posters with pictures of Lions in action. Don't add too much text to your visuals, or a person walking by won't be able to read it. Use vivid images to tell the Lions' story instead.

- 5. Conduct outreach** – Let business patrons know that a Lions club is forming in the community and invite them to join or come to the informational meeting to learn more.

Ground Team Tips

1. Having too many Lions present at the table could be intimidating. Instead, have two to four Lions there and take turns working shifts.
2. A good way to draw a crowd and gather information is to hold a free raffle to win a moderately priced gift card. For example, a gas card or gift card for the business where you set up your table. The business may even donate it. This will entice patrons to stop at the table to fill out an entry at no cost.

On the raffle form, ask if they would like more information about Lions clubs. Once the event is over, separate those who are and are not interested. Those who are interested but live in a different community can be forwarded to that area's club for further follow up.

Ask customers if they'd like to enter a free raffle. While they're filling out the raffle form, talk to them about the new club and give them a flyer for your informational night.

Advertise the time the drawing will be held, and draw a winner while you're at the store.

RESPONSE TEAM RESPONSIBILITIES

- 1. Build a Lions' Network** – Think of people you know who live or work in the area of the new club and complete the *Build a Lions' Network* form in the back of this guide. Consider your friends, family, associates and acquaintances to recommend for the new club.
- 2. Create a database** – Using Excel or a similar program, create a database to help keep track of all the prospective and new Lions. You should maintain as much information as possible, including:
 - First and last names
 - Family member names
 - Address
 - Email
 - Phone numbers
 - Preferred method of contact
 - The name of the Lion who initially spoke to them or referred them
 - If they attended the informational meeting

This database will help you quickly and efficiently conduct follow-up.

- 3. Conduct follow-up** – After the informational meeting, immediately begin follow-up to the prospective members and new Lions by phone and email.

For the prospective members, you'll want to keep them informed of the number of people and any key leaders that joined the club, the elected officers, service projects and the dates and times of upcoming meetings.

New members should be given brief "minutes" of the meetings, service project updates and dates and times of upcoming meetings.

Make sure you invite both groups to the next meeting and ask them to bring a community-minded friend or their family along with them.

Send a reminder email the day before the meeting.

- 4. Keep everyone informed** – Send regular updates regarding the new club's membership and activities to the new club development team, and to the district governor and district GMT and GLT coordinators.

Response Team Tips

1. Create "prospective member" and "new Lion" email groups to increase your speed and efficiency when sending emails. Make sure to transfer email addresses to the "new Lion" group when a prospect officially joins the club so they don't miss out on vital information.
2. Have another person read your emails before sending them out to avoid mistakes.
3. Specifically state that the recipient is invited to the next meeting.
4. Ask the recipient to RSVP to you.
5. Make sure to mention that all are welcome to attend the next meeting. Encourage both prospective and new Lions to bring their community-minded friends and family.



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 make a contribution to improve 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



KEY COMMUNITY LEADERS PROSPECT LIST

It is important to identify the key leaders within a community and to speak with them prior to recruiting. Since they lead by example, once you have their commitment, it is much easier to recruit other members.

During the preparation phase, please find the name and contact number for these leaders. Once your workshop is approved, refer to the script when setting up appointments with the consultants.

Community Leader	Name	Phone	Appointment
Mayor/President			
City Clerk			
City Administrator			
Police Chief			
Fire Chief			
School Superintendent			
School Principal			

Other community leaders you will want to consider recruiting are:

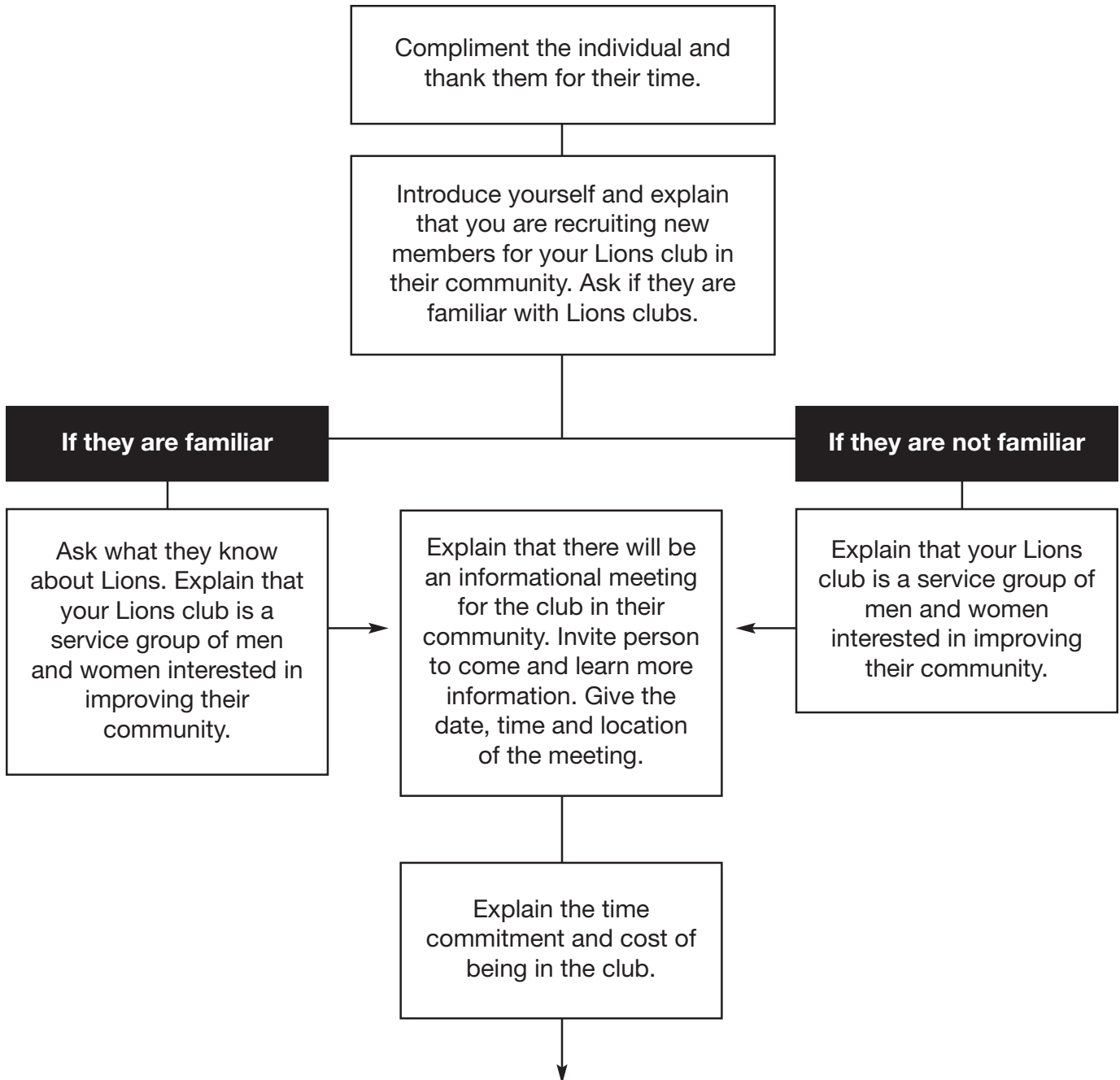
- Bank managers
- Insurance agents
- Funeral directors
- Lawyers
- Doctors
- Accountants
- Store owners and managers

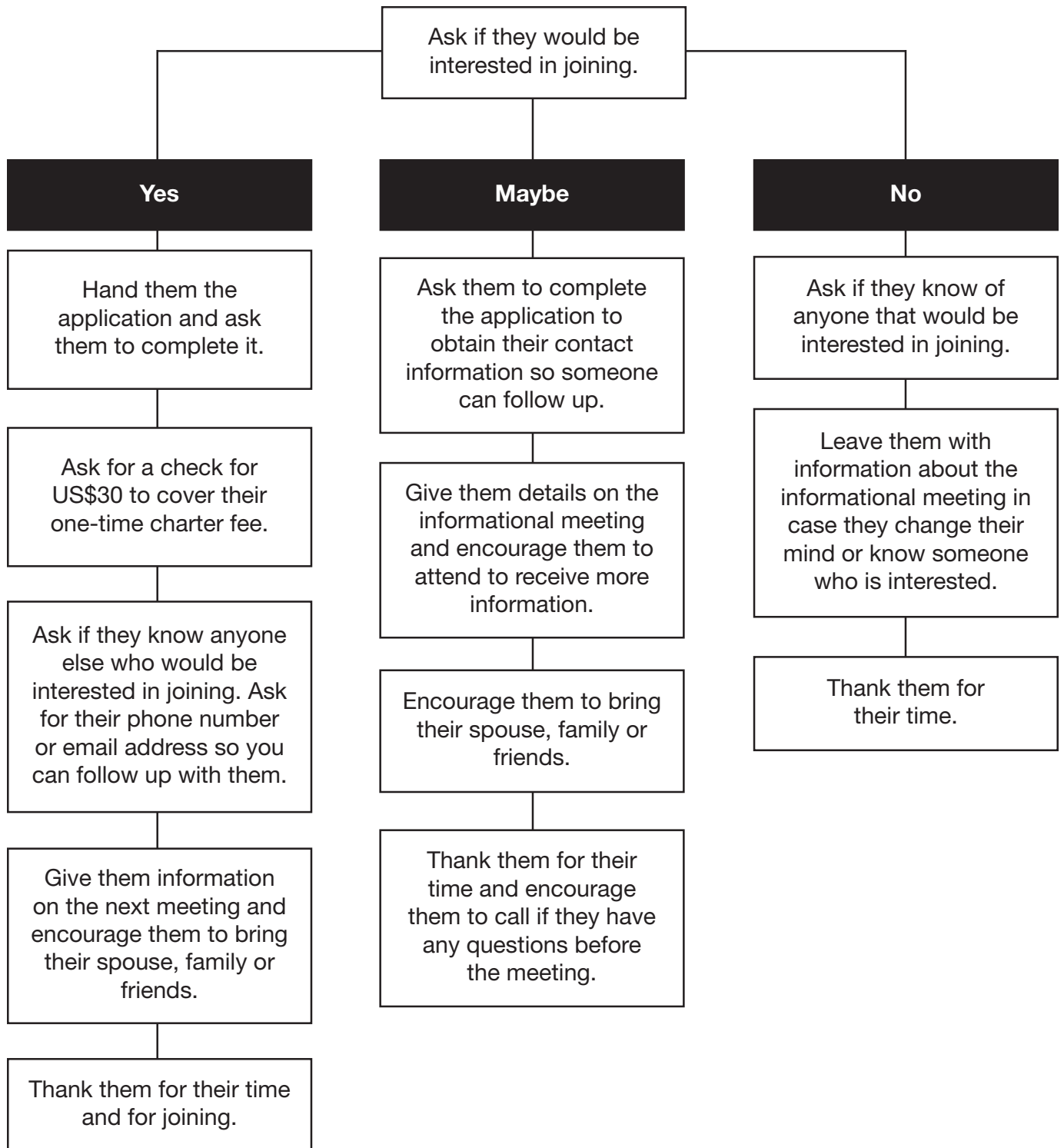
Also, look for residents who are key leaders within their community:

- Residents who volunteer on boards or commissions
- Residents who regularly attend city/town meetings
- Residents who are already involved in other organizations

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.







Agenda

Informational Meeting

For the _____ Lions Club

Date

Location

1. Welcome and introductions
2. Brief history of Lions Clubs International
3. Overview of Lions service
4. Discuss possible club projects
 - Use Step 1 in *Making it Happen! Guide to Club Project Development*
5. Cover formation of the new club
 - Elect officers, if appropriate
6. Determine date, time, and location of the next meeting



Agenda

Organizational Meeting

For the _____ Lions Club

Date

Location

1. Welcome and introductions
2. Brief history of Lions Clubs International (if needed)
3. Review possible club projects previously discussed by the group
4. Prioritize projects
5. Discuss the plan of action for the project(s) discussed
 - Use Step 2 in *Making it Happen! Guide to Club Project Development*
6. Determine date, time, and location of the next meeting



Lions Clubs International

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