

COMMUNITY OUTREACH RECRUITING

RECRUITING LOCAL BUSINESS PEOPLE TO YOUR CLUB

A great resource for potential new members is the business community. Many people have a desire and business people can use their Lions membership to help grow their business and serve the community. A small percentage of Lions are valuable in community recruiting. Friendliness, confidence, and love of their club are 3 essential ingredients in visiting strangers.

- Always remember- WE ARE OFFERING PEOPLE AN OPPORTUNITY TO ENRICH THEIR LIVES
- Always be POSITIVE and wear a broad smile.
- Develop and practice an elevator speech that tells of the most important things your club does for the community.
- Plan your recruiting days around service projects so that you may invite interested people to visit the event. ALWAYS INVITE TO A PROJECT FIRST.
- Pay attention to the person you are speaking to. If they appear interested continue. If they are asking questions this is always a good sign. Be sure to tell them that we ask our members to donate WHAT THEY CAN, WHEN THEY CAN in regards to time. Time is the biggest obstacle you will encounter and this is what we require.
- If they are disinterested and do not want to join, ask them for a referral. They may know someone who would be a good fit.
- If the response is I need to think about it ask when would be a good time to check back.
- If someone is ready to join make sure you explain the dues structure. Let them know of the international scope of Lions Clubs International and the work we do worldwide. Explain the value the multiple district brings to the districts and clubs and the services the district gives to all clubs. Break down the dues structure to be 10 dollars a month instead of 120 dollars a year. It is easier to digest.
- As you are making visits be sure and write down the businesses you have contacted with their response. We must not annoy negative responders with continued visits.
- Have a couple of your members go out one morning or afternoon a month to visit businesses you have not contacted. Every person you visit is an opportunity.
- REJECTION IS NOT PERSONAL. Most people who are unable to join overwhelmingly do not have a dislike for Lions. It is almost always situational inability, not dislike.