

BUILDING NEW CLUBS- ESSENTIAL FOR MEMBERSHIP GROWTH

To ensure membership growth in your district we need to build new clubs. LCI has predicted in the next 12-15 years, 20 percent of our clubs will be gone.

The key to building strong new clubs is in the preparation and follow up. We strongly recommend you request a new club development workshop from LCI.

- The best club builders in USA will come to your district and teach you how to build new clubs
- They will give you the tools that will help you build new clubs independently in the future
- LCI pays for all expenses incurred by consultant- Food, Air, Lodging
- There is no better program available for ensuring constant membership growth

Preparation for building a new club in your district

- On LCI website type new club development in search engine. Choose your best resources
- Target a community that has a need for a Lions Club
- Do a community Needs Assessment. The guide is on LCI website
- Contact community leaders for service opportunities for new club-City Manager, School Superintendent, police, fire, parks and rec. dept., chamber of commerce etc.

Have sponsoring club and guiding Lions in place

CREATE YOUR TEAM

- Find members in your district who have successfully started new clubs
- Involve your district GMT team at every step. These are your best membership people
- Find members who are outgoing, friendly, personable and good with people they don't know

THE PROCESS

- Take your best 4-6 people and divide them into 2 or 3 teams
- Have your teams practice their elevator speech until they are comfortable delivering it to people they do not know.
- We generally start new club construction with the business community
- Divide community into areas and make sure 2 teams cover the same streets
- Have one member of each team take notes of which businesses you have visited, which businesses require someone to call back, and ones that are possibilities for the club after they have formed. We do not want to overlap calls and cause embarrassment to ourselves
- Make sure you are friendly, smiling, and positive at each opportunity.

WHEN YOU ARE READY TO BEGIN, REFER TO THE 'BUILDING YOUR LIONS MEMBERSHIP COMPONENT'- USE THE RECRUITING BUSINESSES IN YOUR COMMUNITY SECTION- HIT THE STREETS

THE FOLLOW UP RESPONSIBILITIES OF DISTRICTS TO THEIR NEW CLUBS

- Must assure new club officers are trained
- Zone and region chairs must be in constant contact with new club for the first year
- Guiding Lions must receive additional training on specific needs of new club
- Neighboring clubs must be encouraged to shepherd new clubs with projects and assistance
- Governor team must stay in close contact with club officers. Club must have their support