

CREATING AN EFFECTIVE ELEVATOR SPEECH

Scenario #1

In a situation where someone notices your Lions pin or at a project where someone inquires about Lions

EXPLAIN WHAT YOUR CLUB DOES FOR COMMUNITY

- 1) Explain your service projects and fundraisers
- 2) Explain who you support in the community- Vision screenings, Kids sight first
- 3) Sponsor youth activities, Boy Scouts Girl scouts, Boys and girls clubs, youth athletic teams etc.
- 4) Clubs eyeglass assistance programs- Recycle used eyeglasses for the needy

GRAB THEIR ATTENTION WITH LIONS CLUB INTERNATIONAL FACTS

- 1) World's largest humanitarian association
- 2) 1.5 million members, 48,000 clubs, 210 countries
- 3) 100 years old
- 4) 1925 challenge from Helen Keller to become the Knights of the Blind. In past 94 years have helped save the vision of 140 million people

READ THEIR REACTION- IF INTERESTED TELL THEM MORE

- 1) Elaborate of what Lions clubs do worldwide and locally-Community diabetes awareness, disaster relief, school vision screenings ,food drives for needy people, environmental cleanups
- 2) If they seem highly interested invite them to your next club project.
- 3) Get their contact information and give them a club brochure or send them one. Stay in touch

SCENARIO #2

Community Canvassing- Preface-We do not want to interrupt an employee's work time without permission. If the boss is not there ask when a good time is to come back

- 1) Wear something that identifies you as a Lions Club member like polo shirt or club shirt. Vests are not recommended.
- 2) Tell them you are from the Lions Club and ask for a few moments of their time
- 3) Present your elevator speech
- 4) REFER TO "BUILDING YOUR LIONS CLUBS MEMBERSHIP " SYLLABUS AND REFER TO RECRUITING BUSINESSES IN YOUR COMMUNITY SECTION