

5 Steps for Growing Your Lions Club

When thinking of growing your Lions club, think about what you offer.

A lot of Lions clubs are filled with retirees and lack youth. Attendance is down in churches and service organizations across the globe. Today people are so busy. We have so much to do. So much competing for our time. It's the age of the hustle and life has become a continuous stream of things we have to get done. All we need is another meeting to attend.

Imagine you are a 35–45-year-old with two kids. You work all day in a cubical, endless meetings. When you get home in the evening there are chores, and family time needs. The weekend rolls around and perhaps your involved with your church or children's sporting programs.

Now imagine you making time for a Lions club meeting which is called to order and goes right into reports, motions, and votes before asking for your dues and more service time.

Where do adults want to spend time?

With their friends, if they have time to make friends.

Step #1

When trying to grow your club. Make time for fun.

Many Lions clubs have a lot of fun with things like tail twisters, singalongs, games, talent shows, guest speakers and entertainment.

Know your members and their talents. Is there a jokester or song leader in your club? I recently opened one of my corporate performances with a simple knock knock joke. The response was amazing. It lightened the mood, got everyone responding and said we are here to have a good time.

Open every meeting with a joke.

Here's an idea, make someone different in charge of bringing the joke for every meeting. Collect all the jokes for a year and issue a Lions joke book at the end of the year. Sell or give your books away, either way you will have a great time.

How about a song?

It doesn't have to be the Stars and Striped every week. There are some great old songs out there. Grand old flag, Dixie, etc.

You might also want to think about having themed meetings.

Taco night everyone comes dressed mex-tex, play Mexican music.

Hawaiian night: Hawaiian pizza, flower leis

Superhero night: Serve hero sandwiches.

Crazy shirt night, Ugly sweater.

Does your club ever bowl together? Go see a movie together? Have a game night?

You get the idea.

Business connections.

Why do exchange clubs Masons and other social clubs have so many younger members? Business. There is nothing wrong with using your membership as business contacts. Encourage members to offer club discounts to other members. This brings us back to knowing your members and helping your community. Perhaps have a member's board where members can post their business card. Or have one night a quarter where you spotlight members. Let them stand up and briefly describe what services they offer.

Step #2 Be Seen.

Ok you have a fun club Now. it's time to get social. If you're in a small town you are probably more recognizable, but still events and **being seen is important**. And it doesn't always have to be work, though - having fun while performing service is awesome! Throw on the vest and get out, clean up a local park, plant some flowers, have a picnic, perform Vision Screening, etc. In other words get out of the club house and be seen!

Step # 3 Marketing

Website, Facebook, Twitter, Instagram, Snap Chat OMG! First things first - you must have a website! Everything else is just to send people to your website. The website is your introduction to the community. Fact: Lions have horrible websites.

Your website should open with some amazing pictures that look like fun when doing your services. Show me you enjoy being a Lion. Have the ridiculous photos. The fun photos. I see so many photos of Lions accepting awards. Everyone usually has a very serious look on their face. Show me Action Pictures when doing services, a Lion getting hit in the face with a cream pie, **now I'm there**.

Remember this is your introduction. Someone sees you at an event in your vest. They go home and google you (we will discuss google ranking soon) They find your website and what do they see?

I see a lot of clubs using Facebook as their website. This is great for your members but does not get you ranked very high in Google searches

Make sure your website tells me where you meet and how to get a hold of you. Keep it simple and fun!

Step #4

Google business page

You will need to get listed on Google Maps so, create a Google business page here: <https://www.google.com/business/>

You will be asked to submit the name of your business: Such and Such Lions club.

You will put in your club House address. If you meet at a restaurant, just put in the restaurant address, and add a suite number.

When describing your club make sure you use good google search words: social club, service organization, social club will get you more looks. Think words you would use if you were looking for a fun bunch of people out helping other people.

Make sure you fill out everything. Website, hours, contact information you can even add pictures to your google page.

Once you have your Google business page up and running get all your members to write your club a 5 star google review! Nothing is going to help your Google ranking more than this. This one thing will get you seen. Once you're seen they will click and go to your website where they will be sold on joining your club and participating in those amazing fun meetings you are having.

Step #5 Get Social

Create accounts with Facebook, Twitter and Instagram, etc to start. You can connect all these together using: <https://workflows.zapier.com/>

Now one Instagram will automatically post to your Facebook and send out a tweet

Start taking fun Instagram pictures at all your events and posting. Light up social media with all the fun stuff you do while doing service! Highlight the people and communities you're changing.

I got this from a Lion Friend and am sharing it. Hope it will help your club!

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