



# New Club Development Training



# Objectives

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- To help understand the importance of new club development in the community.
- To acquire understanding of recruitment methods and tools needed for new club recruitment.
- To gain knowledge on conducting the informational and organizational meeting for a new club.
- To understand the new club chartering process.

# New Club Formation

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Understanding club formation  
and club formats





# Why Organize New Clubs?

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- Benefit the community
- Provide new service opportunities
- Fulfill unmet needs
- Make a difference
- Rejuvenate membership
- Develop new leaders



# New Club Types/Formats

Our world is ever changing, and we want the new club to fit the lives of the members.

## Traditional Club

- Most common Lions Club type
- Ideal for a group of service minded individuals in a single community
- Offer flexibility and serve a variety of communities

## Campus Club

- College students make a positive impact on college campus
- Students build valuable leadership skills
- Students are eligible for student discounts when they join Lions Clubs

## Leo-Lion Clubs

- Provide an ease of transition from Leo members to Lions
- Leo years of service can be credited to Lions Club membership
- Special dues discounts available for Leo to Lion entrance fee



# New Club Types/Formats (continued)

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## Club Branch

- Club Branch is part of an existing parent club
- Club Branch plans its own projects and activities
- Allows a small group of people to start a club (Minimum of 5)

## Virtual Club

- Category of club that uses software or multi-functional platforms for meetings
- Same Club chartering policy and procedures apply as traditional clubs
- Offers a flexible options for individuals who may have limitations (ex. Limited times for meetings, geographic location, limited physical mobility)

## Specialty Club

- Clubs built on commonalities (culture, skills, interest)
- Same Club chartering policy and procedures apply as traditional clubs
- Serving opportunities are based on shared interests

# New Club Development

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## Policy and Process





# New Club Checklist

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## New Lions Club

- 20 charter members
- District Governor approval
- Charter fees and certification
- Club sponsor
- Completed Charter Application
- Employee Identification Number (US only)

## Club Branch

- Five Branch members
- Elected Branch president, secretary and treasurer
- Parent Club approval
- Completed application

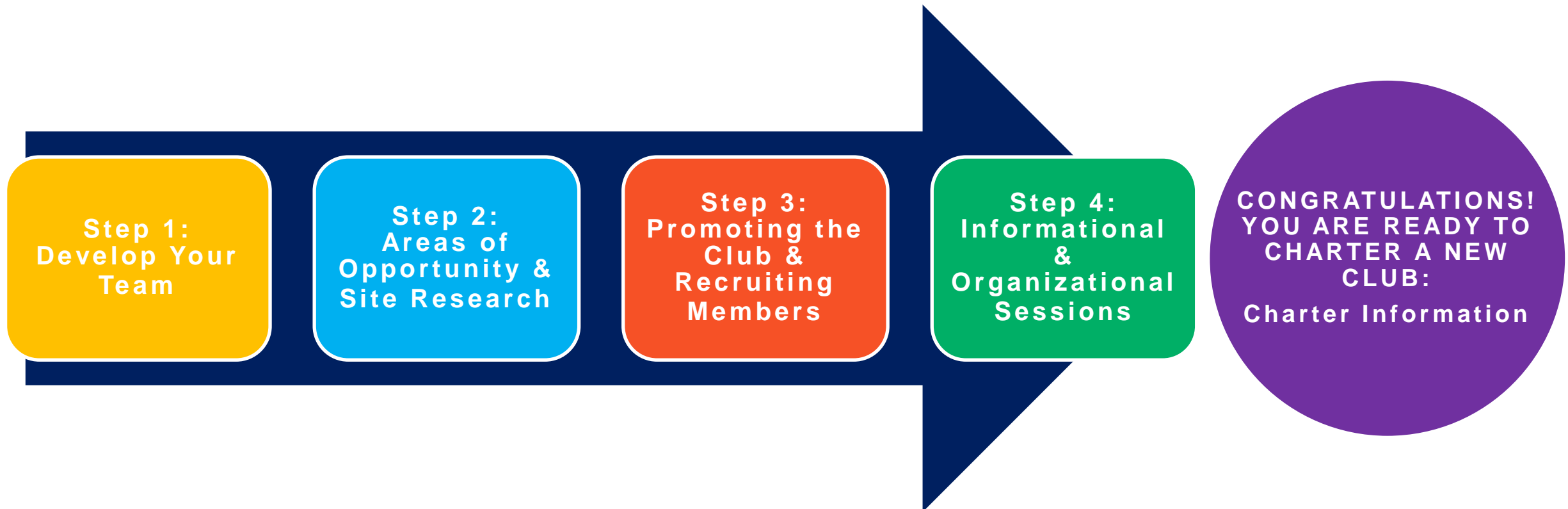




# New Club Development Process

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Successful new club development includes the following 4 steps:



# Step One:

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## Develop Your Team





# Step One: Develop Your Team

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New club development takes a team effort. Team members should demonstrate a passion about being a Lion and a commitment to the entire club formation process.

## The following Lions are instrumental in the new club formation process:

- Members of the district Global Membership Approach Working Group
- District Governor
- GET District Coordinator
- Guiding Lion for the club
- 1<sup>st</sup> Vice District Governor
- Members of the sponsoring Lions Club

## Recruitment Team Expectations:

- Attend in-person training
- Participate in a minimum of 1 recruitment day
- Attend informational & organizational meeting
- Support new club in all formation efforts

# Step One: Develop Team- Creating Sub-Teams

Sub-teams serve as the team that supports the recruiting in the field. The members should be divided into the following sub-teams:

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

# Step Two:

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## Areas of Opportunity & Site Research





## Step Two: Determine Areas of Opportunity

**Determining an area for a club is a key component to starting a new club. A New Club Development Community Needs Assessment can help with determining the best location with the most immediate needs.**

**The following should be considered:**

- Size of the population
- Local project possibilities
- Current service clubs & community organizations
- Groups of people not being recruited by a Lions Club
- Locations of nearest possible Lions Club
- Communities with young adults, women, diverse communities and other underrepresented groups

The New Club Development Community Needs Assessment is located on the [“Start a New Club”](#) webpage.



## Step Two - Conduct Site Development Research

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The purpose of site development research is to evaluate the needs of the community, gauge the feasibility of chartering a club and gather other pertinent information about the community.

**The following community leaders and activities should be part of the research:**

- Mayor and other community leaders
- Chamber of Commerce Executive Director
- School Administrators (Superintendents and School Principals)
- Officials from Law Enforcement Agencies, Fire Departments, Human Service Agencies, and Business groups

**Visit Possible Recruitment Locations / Opportunities:**

- Veterans Meeting Locations
- Churches
- Community Centers
- Social/Civic Groups
- Colleges
- Local Businesses

# Step Three:

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Promoting the Club &  
Recruiting Members







# Step Three: Promoting the New Club

Getting the word out about the new club is important to the successful formation of a new club.

The following should be a part of the recruitment plan:

## WHO

- Potential members

## WHERE

- Email
- Social media ads
- District website
- Radio ads
- Community bulletin boards
- WhatsApp
- Digital community groups

## WHAT

- Elevator speech
- Current club service projects

## WHEN

- Informational meeting
- Canvassing



# Step Three: Promoting the New Club

Write the Perfect Elevator Speech in Five Easy Steps





# Step Three: Promoting a New Club

Having a great elevator speech is imperative. The speech should last 20-30 seconds, be interesting, memorable and succinct.

Below is an example of an elevator speech.

Lions are men and women who make a difference – every day, everywhere. With more than 1.4 million members in over 200 countries or geographic areas, Lions aid the blind and visually impaired, assist youth, feed the hungry, address global epidemics like diabetes, answer the call when disaster strikes, and make a strong commitment to filling other community needs throughout the world.

# Step Three: Recruiting Charter Members

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A valuable part of being a Lion is the benefits offered to members.



## What are the Benefits of being a Lion?

- Make a difference
- Serve with pride
- Build your network
- Gain Lion credibility
- Develop new friendships
- Show your leadership
- Receive global support
- Free personal development classes on LLC
- Become part of a legacy of an organization with more than 100 years of service



# Step Three: Recruiting Charter Members

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Recruiting members is the most vital part of developing a new club. The Recruiting Wheel is an effective method of compiling lists of people who could be invited to join the club.

\*Everyone is a potential future Lion and has something to contribute to a Lions Club.

**TIP:** The **JUST ASK GUIDE** is a great resource and is available on the “Start a New Club” webpage.





# Step Three: Recruiting Charter Members

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## How will we recruit?

- **Canvassing:** Recruiting community & business leaders by making informal visits
- **Limited Recruiting:** People recommended by other Lions or key community leaders
- **Group Conversion:** Meet with an already established group
- **Group Recruiting:** Info tables in targeted community
- **Social Media Recruiting:** Post information about the new club being formed on multiple social media sites.
- **Branch Development:** A small group that joins an existing parent club, but with a focus on a specific project.

## Canvassing Recruiting Tips:

- Dress appropriately- no Lions vest
- Start at the top- talk to manager or supervisor
- Don't wait longer than 10 minutes
- Don't carry too much literature
- Obtain clues from their office for talking points
- Ask for referrals

**Tip:** Contact information for club organizers should be given to new members. This could be a business card, label on back of brochure, or flyer.

# Step Three: Recruiting Charter Members

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**Recruiting materials** can be ordered from the Membership Division. To place an order, visit the Start a New Club webpage or by using this QR Code.





# Step Three: Recruiting Charter Members

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

	Category	Action Taken	Action Needed
Group 1	Early Adopter	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 club meeting.	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.

- **Tip:** Send a follow up email to everyone with date, time, and location of meeting within 24 hours.



# Step Four:

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## Informational & Organizational Sessions

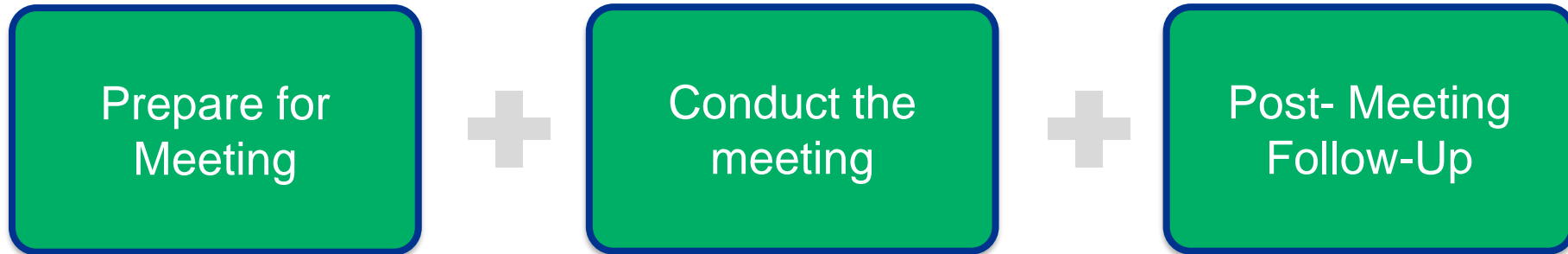




# Step Four: Informational Meeting

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Potential new members should be invited to the informational meeting to learn more about Lions Clubs International and the impact a Lions Club can have on their community.



- Set up the room
- Dress professionally – no vest
- Provide name tags for attendees
- Welcoming committee

- Welcome the group and do introductions
- Introduce the Lions present
- Present overview of Lions
- Inform new members of cost
- Ask group to think of projects
- Give next meeting information
- Collect Club Charter Fees
- Ask new members to invite their friends and family to the next meeting

- Send thank email to all attendees
- Send follow up email to prospective members who didn't attend
- Post flyers about next meeting
- Send meeting reminders about next meeting

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**All of the above = a strong chartered club!!!**



# Step Four: Organizational Meeting

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New members as well as new potential members should be invited to the organizational meeting. During this meeting Members will choose a club name and complete the New Club Application Process.



- Set up the room
- Dress professionally – no vest
- Provide name tags for attendees
- Welcoming committee

- Welcome the group and do introductions
- Review project ideas and choose 3 projects
- Explain the club chartering process. Complete the new club application online at MyLCI with club sponsor
- Set next meeting date

- Set up new club officers online training
- Encourage new club members to continue promoting club to build membership
- Follow up with individuals who showed interest, but didn't attend meetings

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**All of the above = a strong chartered club!!!**

# Step Four: Informational & Organizational Meetings

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PowerPoints for the Informational and Organizational Meetings can be found on the [Start a New Club Webpage](#).



**CONGRATULATIONS!  
YOU ARE READY TO  
CHARTER A NEW CLUB!**

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Charter Information





# Submit Charter Application

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## Club Names

The following must be considered before naming your new club.

- **Naming of the club-** Club names must be known by the actual name of a municipality. This is a town, city, village or similar officially governmental unit.
- **Distinguishing Designation-** This is used to provide clear identifiers for clubs in the same municipality.
- **Living Individuals-** Lions Clubs cannot be named after a living person.
- **Naming Restrictions-** No Lions Club can add “International” in its name.



# Submit Charter Application (continued)

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Now that the club has began meeting, it is now time to submit the application for approval. The following are necessary to submit a new application:

- **Application Submission-** The following people can submit an application online at Lions International: District Governor, GMT Coordinator, GET Coordinator, Coordinating Lion, Sponsoring Club President, Sponsor Club Secretary. All applications should be submitted online at Lions International on the [www.Lionsclubs.org](http://www.Lionsclubs.org) site.
- **Club Sponsor-** All clubs must have a sponsoring club or district.
- **Membership Size-** The club should have a minimum of 20 members; if under 20 club can start as a club branch.
- **Guiding Lion-** Club should identify a minimum of 1 Guiding Lion.
- **10 plus clubs-** Districts that charter 10 or more new clubs in a fiscal year must submit documentation on club support to LCI.
- **Employee Identification Number (US Clubs only)**



# Submit Charter Application (continued)

## Fees, Dues and Discounts

It is important that new charter club members understand that there are some fees and dues associated with Lions membership.

- **International Dues-** International dues are billed to club semi-annually (pro-rated)
- **Club Dues-** The club will decide the dues amount to cover international, club, and district dues
- **Entrance fees-** is a one-time fee paid by all new members (unless noted below)
- **Discounts-** The following membership discounts may apply:
  - **Family members-** 1<sup>st</sup> family member pays full international dues; each additional family member pays 50% of international dues
  - **Students-** pays 50% of international dues and no entrance fees up through age 30
  - **Transfer members-** pay discounted entrance fee if they were in a club over the past 12 months
  - **Leo-Lions-** pays 50% of international dues and no entrance fees up through age 35



# Submit Charter Application (continued)

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Refer to the **Charter Application Checklist (TK40)** for current entrance fee and international dues rates.





# Charter Approval

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Once the club has been approved, the following charter activities will take place.

- **Charter Materials-** Charter materials will be sent to the District Governor to present during the charter night celebration
- **Charter Night Celebration-** The club should plan the date of the charter night with the sponsoring club. The sponsoring club usually helps with the planning and funding of the charter night celebration.
- **Charter Members-** All members joining within 90 days of the charter date will be considered charter members

**Tip:** Charter date and charter night date are 2 separate items. The 90 days for charter member status is based off of the charter date. If the charter night occurs after the 90 days, all members joining during the night are considered regular members.



# Continued Club Development

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Once the club has been developed, it is important to continue to develop the club to ensure the club is strong and viable. The following help with club development.

- **Sponsoring Club Assistance-** available to provide assistance as needed to the new club. Visit club meetings and provide counsel to new club.
- **Guiding Lion Support-** Support the club for 2 years. Attend club meetings and provide counsel to new club.
- **Transition of Power-** New club officers will begin to take control of meetings, activities, and delegate responsibilities to other new club members.
- **Continued Member Recruiting-** Creating social media pages (Facebook, WhatsApp, etc.) to help continue to promote the club and allow members to share ideas.



# Charter Night

Charter Night is a special event celebrating the beginning of a new Lions club. During the event, the club is presented with its charter and Lions from the surrounding area have the opportunity to show their support. Generally, the sponsoring club assists the new club in organizing the event.

The Charter Night Planning Guide is a great resource to use when planning for a charter night event. This resource can be found on the [Start a New Club Webpage](#).



# New Club Development



## Awards





# New Club Development Awards

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- **Extension Awards-** Presented to 2 Lions who assisted with the development of the club.
- **District Governor Extension Awards-** Awarded to District Governors who charter one or more club in their district.
- **Family Membership Banner Patch-** Given to clubs who added 10 or more family members at the time of charter.
- **New Club Sponsor Banner Patch-** Given to the sponsoring club for chartering a club.
- **Campus Banner Patch-** Given to the sponsoring club for chartering a new club.
- **Club Branch Award-** Club branch liaison receives pin for supporting the club.
- **Mission Specific Awards – MISSION 1.5**

# New Club Development



## Resources



# New Club Recruiting Materials

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The list below provides some resource options available online. They can also be ordered from the Membership Division. To place an order, visit the Start a New Club webpage or by using this QR Code.

- New Club Extension Kit (KITEXT)
- Charter Member Application (TK-188)
- Hello Brochure (EX-511)
- Recruiting Poster (EX-109)
- Lions Make a Difference Brochure (ME-40)
- Your Family Can Make a Difference Brochure (MPFM-8)
- Lions Live with Purpose (ME-33)
- Just Ask! Member Recruiting Guide (ME-300)





# Key Points to Remember

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- Understanding the needs of the community is the first step to successful club formation
- Building a strong new club support team will help to retain new members and create a healthy club.
- Relationships with community officials and business owners supports club and aids in club promotion.
- A well-planned informational meeting and organizational meeting leaves a lasting impression on new members.
- LCI program staff are available to provide support during the entire process.
- Show your passion for service and have fun building new clubs.



**Service to others is the  
rent you pay for your  
room here on earth.**



**- Muhammad Ali**



# Questions?

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For more information you can contact the  
Membership Development at  
[membership@lionclubs.org](mailto:membership@lionclubs.org)





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**Thank you**