



New Club Development



Training Support Guide



New Club Development

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Introduction

The purpose of this Training Support Guide is to help prepare you to effectively facilitate New Club Development training, by providing you with important background information, tools, and resources.

For New Club Development training content, please visit the [Start a New Club](#) webpage to download the session PowerPoints, which include detailed speaker notes and other supporting materials. The New Club Development Guide and New Club Community Assessment, for participants, can be downloaded as a fillable PDF or if necessary a print version can be ordered from the Membership Division by using the [Order Club Materials and Applications](#) link.

The Start a New Club webpage and the Order Club Materials and Applications can both be accessed using the QR Codes below.



Start a New Club



Order Club Materials and Applications

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New Club Development – Training Overview

Program Objectives:

The New Club Development training is designed to accomplish the following objectives:

- Guide Lions in New Club Formation Process.
- Provide Lions with the resources needed to form a new club.

These objectives will be accomplished using the following 4-step process:

- Develop Your Team
- Areas of Opportunity and Site Research
- Promoting the New Club and Recruiting Members
- Informational and Organizational Meetings

Lions Learning Center (LLC) Course:

The New Club Development eLearning course is available for all Lions in the Lions Learning Center (LLC), under Learn using their Lion Account credentials.

Many leaders may have already completed the New Club Development eLearning course. If so, facilitators may want to take this into consideration and adjust this training accordingly.

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The Role of the Facilitator

Below is a list of items that facilitators conducting this training should be able to perform. While it is not imperative that facilitators are experts in each area, it is important that they be proficient in these skills.

- Deliver short lectures
- Engage participants in an interactive learning environment by conducting question and answer segments, facilitating meaningful group discussions and group activities
- Manage learner behavior
- Manage a training environment and session logistics
- Use PowerPoint presentations and an LCD projector

Facilitator & Participant Materials

Facilitators will use the New Club Development PowerPoint presentation accompanied by speakers notes and this Training Support Guide, which is designed to provide a flexible instructional plan and suggestions for delivery for each of the training sessions.

Participants will use the New Club Development Guide, which is designed to follow along with the PowerPoint presentation. This guide supplies space to take notes and has templates that participants can use when starting a new club.

Optional – The New Club Community Assessment is referenced in the training. This document is available as a fillable PDF online or can be printed.

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Session Timelines and Preparation

The following pages include an overview, list of materials, topic highlights, and timing for each topic. The time spent on each topic can be altered based on the number of participants and their needs. **This overview is meant as a preview of this training, not as a replacement for the PowerPoint.**

The PowerPoint for this session, which includes speaker notes, is available on the [Start a New Club](#) webpage on the Lions International website.

For this training, you will need access to the following audio/visual equipment:

Virtual Training

- Computer

In-person Training

- Computer
- LCD projector and screen
- Flip Chart and markers (optional)
- Wireless mouse/laser pointer (optional)

If facilitating an in-person training, participant materials can be printed in black and white.

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Presentation Content

The following table includes a brief overview of the presentation content and specific points to highlight when facilitating, the approximate amount of time to spend on each section of the presentation and the content's corresponding slide reference.

Learning Objectives:

- Identify how working groups can be organized, who can be involved and define expectations of working group members and leads.
- Recognize Areas of Opportunity and learn how to Conduct Site Research to determine community needs for a new Lions Club.
- Provide ideas on how to Promote the New Club to the Community and Recruit Charter Members.
- Prepare Lions to conduct the Informational and Organizational Meetings.
- Support Lions in finalizing the Club Chartering Process.

Materials:

- Overview PowerPoint with adaptable speaker notes
 - The Overview PowerPoint is available on the [Start a New Club](#) webpage.
- New Club Development Guide
 - The New Club Development Guide is available on the [Start a New Club](#) webpage.

SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
	Before starting the presentation conduct brief participant introductions.	Slide 1



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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
Objectives (5 minutes)	Presentation Review the objectives. Highlights Reinforce that increasing membership is a team effort.	Slide 2
Why organize new clubs? (5 minutes)	Presentation Discuss the benefits of starting a new club in a community. Highlights Make sure everyone understands more members = more service	Slides 3-4
New Club Types and Formats (10 minutes)	Presentation Review the different types and formats of clubs and why it is important to choose the best fit for the community. Highlights This is a very important section of the presentation. It should be reiterated that the district should do what's a best fit for the community. The club organizers should understand each club type/format. You can always refer them to membership@lionsclubs.org if they have specific questions prior to submitting their application.	Slides 5-6
Policy and Process (10 minutes)	Presentation Before starting the process of creating a new club, there are a few items that should be in place prior to the submission of a new club application or club branch application. Review the New Club Checklist.	Slides 7-9



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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
	<p>Introduce the 4 steps and assure participants that after they complete the 4 steps, they should have the knowledge and resources to charter a club in their community.</p> <p>Highlights</p> <p>Remind participants that club branches are highly recommended if a club is not able to get 20 members within 8 weeks of the start of the charter process. Club branches can always be converted into regular clubs once they get 20 or more members.</p>	
<p>Step One: Develop Your Team (25 minutes)</p>	<p>Presentation</p> <p>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.</p> <p>Explain how the team can be broken down into sub-teams.</p> <p>Highlights</p> <p>Review list of Lions who could make up the team and the expectations of the team.</p>	<p>Slides 10-12</p>
<p>Step Two: Areas of Opportunity and Site Development (25 minutes)</p>	<p>Presentation</p> <p>Determining an area for a club is a key component to starting a new club. Completing a New Club Development Community Needs Assessment can help with determining the best location with the most immediate needs.</p> <p>Discuss things that need to be considered before starting a new club in a community.</p> <p>Identify different community leaders that should be approached to join and to help generate interest in the community.</p>	<p>Slides 13-15</p>



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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
	<p>Create a list of recruitment locations and opportunities.</p> <p>Highlights</p> <p>Stress the importance of taking the time to find the right community with needs that Lions can serve. Skipping this process step could lead to a new club that that does not prosper and ends up closing.</p> <p>A copy of the New Club Community Assessment can be located on the Start a New Club webpage.</p>	
<p>Step Three: Promoting the Club and Recruiting Members (50 minutes)</p>	<p>Presentation</p> <p>Discuss the Who, Where, What and When of promoting a new club.</p> <p>Ask any of the participants if they have anything to add to the promotion list.</p> <p>Explain that having a great elevator speech is imperative. The speech should last 20-30 seconds, be interesting, memorable and succinct.</p> <p>Ask if any of the participants have an elevator speech they would like to share with the group.</p> <p>Remind participants that there are many benefits of being a Lion that they should be prepared to share with potential members.</p> <p>Introduce the recruiting wheel. Ask participants to name a few potential member groups that are not on the wheel.</p> <p>Talk about the different ways members can be recruited and go over some of the helpful tips on the slides.</p>	<p>Slides 16-24</p>



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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
	<p>Make sure participants are aware that they can order recruiting materials from the Membership Division at LCI.</p> <p>Remind participants to follow up with potential members and ask them to invite their friends and family members.</p> <p>Highlights</p> <p>It is important for the district to create a solid promotion plan. Getting the word out about the new club is important to the successful formation of a new club.</p> <p>Inform participants that in all the years of recruiting new members, it has been found that the number one reason for someone not joining a Lions club is that they were simply not asked. Refer participants to the Just Ask Guide for more details on how to recruit.</p>	
<p>Step Four: Informational and Organizational Meetings (15 minutes)</p>	<p>Presentation</p> <p>The informational meeting is the first time that the prospective members meet to find out more about Lions and the new club. The objective is to begin to build the new club's membership and prepare for a successful organizational. Cover how to prepare for the meeting, conduct the meeting and most important the meeting follow-up.</p> <p>The organizational meeting is where the club members will elect officers and begin planning the first service project. The organizational meeting can determine how the new member will view the Lions Club International and can determine how active and how long they stay with a club. Cover how to prepare for the meeting, conduct the meeting and most important the meeting follow-up.</p>	<p>Slides 25-28</p>



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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
	<p>Highlights</p> <p>The new club support team is there to provide guidance and support to the new club, NOT to make the club look like other clubs. Remind the sponsoring club of the saying “Your club: Your way”.</p> <p>The organizational meeting has a lot of parts to it and may be covered over more than one scheduled meeting. It is important to get everybody's input into the type of service projects they would like to do for their first event. Sometimes it takes time to make this decision and there is further research needed so remind the new club members the first service project does not have to be decided at the first organizational meeting.</p> <p>Emphasize how important follow-up is.</p> <p>Reiterate that the PowerPoints for the Informational and Organizational Meetings can be found on the Start a New Club Webpage.</p>	
<p>Charter Information (30 minutes)</p>	<p>Presentation</p> <p>Once the club has gotten the 20 members the district and/or sponsoring club can begin the new club charter application process.</p> <p>Explain the four most important factors members need to know before they name their club.</p> <p>Once the new Club has a minimum of 20 members, a club name, a president, a vice president, a treasurer, a secretary, a guiding lion and a sponsoring club they can start the application process.</p> <p>Before a club can charter, all the information about the new members must be submitted along with payment of the fees and</p>	<p>Slides 29-36</p>



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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
	<p>dues. For current fee and due pricing and available discounts please refer to the Charter Application Checklist also known as theTK-40. This document is available on the Start a New Club webpage as well as using the QR code.</p> <p>The Sponsoring Club or Guiding Lion Should help answer any questions the new club has about completing the application. Remember we are all in this together so feel free to reach out to the member service center, the district GA T specialist or the membership division if you have any questions about completing the charter application.</p> <p>Once the charter application has been approved the district governor will receive the charter club materials which should be distributed during the Charter Night Event.</p> <p>The new 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.</p> <p>Highlights</p> <p>The Sponsoring Club or Guiding Lion Should help answer any questions the new club has about completing the application. Remember we are all in this together so feel free to reach out to the member service center, the district GAT specialist, or the membership division if you have any questions about completing the charter application.</p> <p>Remind participants that the 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.</p>	



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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
Awards, Resources & Key Points <i>(15 minutes)</i>	<p>Presentation</p> <p>Participating in the development of new clubs is a significant achievement. To underscore the importance of new club development, Lions Clubs International offers a number of special awards to recognize the valuable service of extension-minded Lions.</p> <p>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.</p> <p>Highlights</p> <p>Lions International believes that earth sustains human life. One of the ways we can help save the Earth is by limiting the number of materials that are print. Most membership materials and resources are available to be viewed online and can be downloaded and modified. Membership applications and forms are available in fillable PDF's and can be submitted electronically. If there is a need to request printed materials and resources, please use the online order form located on the Start a New Club webpage or use the QR Code on this slide.</p>	Slides 37-42
<i>(20 minutes)</i>	Open forum for questions from participants	Slide 43
Total Time: 210 minutes		

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Room Set-Up

If the session is conducted in-person, consider the room layout before the training begins. Consider:

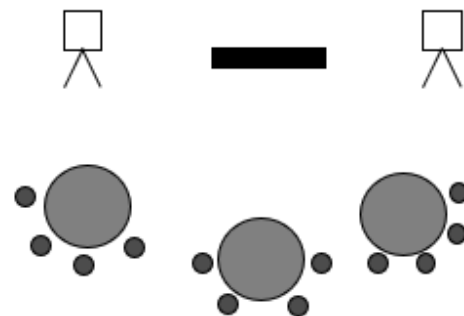
- **The size and culture of your training group.** Will your group consist of more or less than 10 people? What cultural norms may impact the set-up of the tables and chairs? Do the participants expect a certain room layout?
- **The size of the classroom.** Once you know the approximate dimensions and layout of your training room, it is sometimes helpful to draw a diagram of your room set-up. This technique may help you make decisions relating to activities, materials and equipment.
- **The activities involved in the training.** Do any activities require a specific amount of space and collaboration, and if so, how might the room set-up need to be adjusted?

Suggested Seating Arrangement

Due to the interactive and discussion-based nature of the New Club Development training, a “clustered” seating arrangement is suggested.

Advantages of a “clustered” arrangement:

- Ideal for learners working in small groups.
- Easy for trainers to interact with small groups.
- Provides opportunities for participant involvement.
- Provides freedom of movement.



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