

Action Plan to Implement Retention and Recruiting Ideas

In preparing for a Membership Summit in Multiple District 22, brainstorming sessions were held. Districts 22B and 22D conducted joint sessions, 22A and 22C conducted a joint session, and 22W conducted a session. Ideas from these brainstorming sessions addressed retention of existing Lions and attracting/recruiting potential Lions. Compiled ideas from the various sessions were categorized under different main objectives. These were presented at the first membership retreat of forty Lions from Districts 22A, 22C, and 22W. They reviewed the ideas and developed the action plans below. These action plans can be used by any club to implement the retention or recruiting ideas.

Retention Idea: Welfare of Members – Call members if they are ill or missed a meeting to make sure they are okay

How? (Action Steps)
To ensure the welfare of members the club president shall appoint a person or establish a Sunshine Committee to follow-up with club members to ensure their welfare. They shall personalize communication with the ill or missed member using telephone instead of email or the use of handwritten notes or cards. At meetings they shall address the concern of members as well as provide praise or announcements.
When? (Deadline for completion)
The action shall take place within 3 days of finding out a person is ill or within 3 days of the meeting they missed.
Resources? (Available help)
Club members are a source of information about the concerns of other members. A buddy system should be setup with club members checking on their buddy. The Dollar store is a good source of inexpensive cards and notes.
Who? (Person responsible for action)
Sunshine Committee will follow-up with club members. The club secretary should set up a telephone tree to keep members informed.
How will we know? (Action steps accomplished)
Reports that members received calls or cards. Feedback from membership. Increased member satisfaction.

Retention Idea: Welfare of Members – Encourage a feeling of family and have lots of fun

How? (Action Steps)
To ensure the welfare of members the club will conduct a survey to find out about each other to identify and use members' talents. Publish bios in a club directory or club newsletter. Send notes of congratulations for family member achievements. Have events that include family, extended family, and friends such as picnics, birthday celebrations, wine and cheese, etc. Have a mystery greeter at club meetings. Have a service project during a club meeting. Conduct a Zone social. Conduct a pot luck dinner.
When? (Deadline for completion)
Survey new members upon induction into the club. Conduct at the beginning of the Lion year and ongoing at the start of every Lion year. Schedule events open to families within six months of completion of the survey.
Resources? (Available help)
Club members to provide information. The Dollar store for inexpensive cards and club members for information. Ways to Celebrate (CNT-9 EN 7/16) How are your ratings? (ME15B EN 4/13)

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Who? (Person responsible for action)
The board of directors should appoint someone to conduct the survey. The newsletter editor should publish the bios. The Sunshine Committee shall send out notes. The Tail Twister should select a different mystery greeter for club meetings. The board of directors will approve and schedule a family friendly event appropriate to the club.
How will we know? (Action steps accomplished)
The bios will be published. The club will conduct a family friendly event. Members express appreciation of these activities and seek to plan future events.

Retention Idea: Welfare of Members – Recognize members for a “job well done”

How? (Action Steps)
To ensure the welfare of members, the club will recognize Lions in the club for their accomplishments. Publish accomplishments in club newsletters, community newsletters, church bulletins, etc. Include praise in meeting agendas by having the club president recognize team leaders who in turn will recognize team members. The club can present fun gifts/mementos, certificates/plaques, recognize a Lion of the Year, and thank you notes.
When? (Deadline for completion)
Each occurrence
Resources? (Available help)
Art of Recognition (LDSP 003 EN). www.lionsclubs.org . Inexpensive items from the Dollar store. Lions International Club Supplies store.
Who? (Person responsible for action)
Club president and project leaders as applicable.
How will we know? (Action steps accomplished)
Members are recognized by the club.

Retention Idea: Respecting Members – Ask new members for their opinions and welcome any ideas for fundraisers, service projects, and charities to support.

How? (Action Steps)
To secure ideas from new members, the sponsor, mentor, or membership chair will ask new Lions about meetings, social media, and personal contacts.
When? (Deadline for completion)
One month after being inducted, three months after being inducted, six months after being inducted and one-year after being inducted.
Resources? (Available help)
Every Lion is a resource
Who? (Person responsible for action)
The sponsor, mentor, and membership chair
How will we know? (Action steps accomplished)
Reports to the board of directors from the Lion assigned to seek opinions and ideas from the new Lions (sponsor, mentor, or membership chair)

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Retention Idea: Respecting Members – Be flexible and tolerant of new ideas and suggestions

How? (Action Steps)
To help the club to be more open, flexible and tolerant of new ideas and suggestions the club president and project chairs should solicit ways to bring ideas and suggestions forward from all members of the club. Develop a way to address (vote) on ideas or suggestions that are impartial and anonymous.
When? (Deadline for completion)
First quarter (July – September) of the new Lion Year and if successful review each following year.
Resources? (Available help)
Your Club Your Way (DA-YCYW EN 9/14) and information from the USA/Canada Forum, LCI webinars, Lions University
Who? (Person responsible for action)
The membership committee and the Board of Directors
How will we know? (Action steps accomplished)
Club members become more open to new ideas.

Retention Idea: Respecting Members – Keep members informed on what the club is doing through email, social media, phone, and the club newsletter

How? (Action Steps)
To facilitate communications the club should collect current contact information from each member including email addresses, telephone numbers, and social media contact information. Identify those members who do not use computers and secure their addresses.
When? (Deadline for completion)
July 15 th of each year
Resources? (Available help)
Communicate your Activities (http://members.lionsclubs.org/EN/resources/communicate-your-activities/index.php) Club secretary and member updates. Club newsletter, club webpage, club Facebook page.
Who? (Person responsible for action)
Club secretary, newsletter editor, webpage and social media editor, and the club president.
How will we know? (Action steps accomplished)
Creation of an updated club roster with appropriate contact information and distribute to the club. Ask members to verify that they are receiving communications. Inclusion of club activities and events in club newsletter, club webpage, club Facebook page.

Retention Idea: Respecting Members – Access older member’s knowledge

How? (Action Steps)
To benefit all Lions the club should ask respectfully for the ideas of long-term members and seek their advice on process to be used. This may help reduce the "been there, done that" comments.
When? (Deadline for completion)
This can be accomplished for service projects and fundraising projects during or shortly after meeting where discussions take place.
Resources? (Available help)
Long-term members and PDGs

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Who? (Person responsible for action)
The club president should select a committee to seek this information
How will we know? (Action steps accomplished)
Reports to the club or the board of directors.

Retention Idea: Maintaining Members – Get and keep new members involved by finding out their skills and using those skills

How? (Action Steps)
To assist in maintaining new club members, the membership committee shall interview new Lions to ask them what they like to do, what they are good at (organization, budgets or handling money, computer skills, fun person). Each Lion will complete a skills assessment document that identifies what they like to do, have done in the past, work experience, and past Lions experience.
When? (Deadline for completion)
Within a month of induction for new Lions and once per year at the change of the Lions Year for existing Lions.
Resources? (Available help)
Develop a list of questions for the assessment document (MD22 should develop a basic list that can be modified by the club).
Who? (Person responsible for action)
The Membership committee will collect the assessment document and provide the information gained to the club president and the board of directors.
How will we know? (Action steps accomplished)
The completion of the synopsis of each club member. A biography of new members should be posted in the newsletter.

Retention Idea: Maintaining Members – Get Lions involved in planning and execution of projects

How? (Action Steps)
To ensure Lions are involved in the planning and execution of projects, project chairs should ask for ideas and volunteers for each project to ensure all members feel they are part of the club. They should never tell a Lion that their help is not needed. Ideas for service project and fund raising should be prioritized. Utilize the ideas presented by club members and survey club members as to the success of projects.
When? (Deadline for completion)
Assign new members to projects as soon as possible after joining. For existing members, they should decide whether to remain on committees or not. Project chairs should use the information from the prioritized list in selecting Lions to help.
Resources? (Available help)
List of current and past projects that were successful. Information from prior committee members on how they organized and planned successful projects. Documentation of all projects should be maintained in an electronic or hard copy folder by each committee chair.
Who? (Person responsible for action)
Membership chair, club president, and individual committee chairs

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How will we know? (Action steps accomplished)
Documentation of all projects is maintained, committees are staffed, and completed information surveys.

Retention Idea: Maintaining Members – Provide an orientation for new members as a retention tool (prepare membership orientation booklets)

How? (Action Steps)
To ensure new and existing Lions understand Lionism through an orientation program. The membership committee shall prepare an orientation booklet, presentation, and/or electronic file covering Lions Clubs International, the Multiple District, the District, service and fundraising projects, and the history of the club. These shall be kept up-to-date and distributed to current members to give them up-to-date information. This program or the online program from LCI should be presented to all members.
When? (Deadline for completion)
Orientation should be provided twice a year or as needed, and within a month of new Lions joining the Club.
Resources? (Available help)
The GMT at the Multiple District level or at the District level will provide membership orientation or use LCI orientation available at www.lionsclubs.org . Lions New Member Orientation Training Guide (ME-13), New Member Orientation Power Point (ME-13b), Basic Mentoring Guide (ME-11), and the New Member Welcome Booklet (NM-9). Knowledge of the members of the club membership committee. Knowledge of the sponsor.
Who? (Person responsible for action)
The membership chair, the membership committee, mentor, and the GMT.
How will we know? (Action steps accomplished)
A program is developed for use in orienting new Lions. New members participate in the orientation program.

Retention Idea: Maintaining Members – Convince “old” members to accept new ideas

How? (Action Steps)
To retain younger/newer members with new ideas for service projects and fundraising projects we need to get long-term club members to be willing to work with newer members and their ideas. The club needs to talk with the older members regarding what was done in the past, what did and did not work, how we can make it work, and how to improve on things that were a success. Conduct a member brainstorming night. Assign newer members to work with long-term members in a buddy system. Assign long-term members to mentor newer members.
When? (Deadline for completion)
Within one month of identifying a conflict between newer members and long-term members. These can be identified when comments are made such as: <ul style="list-style-type: none"> o We tried that and it did not work o We are too old to do that kind of project o We cannot get younger members to join our club o We do not do that
Resources? (Available help)
The Lions Code of Ethics. A certified Guiding Lion, the GMT, GLT, or a PDG can help as an outside moderator/facilitator with sufficient leadership experience to discuss concerns. Certified

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Guiding Lions program training for selected Lions DA-CGL1 7/14
Who? (Person responsible for action)
Past officers of the club, Lions who have held district positions, the club president and the board of directors.
How will we know? (Action steps accomplished)
A brainstorming session has been implemented and new ideas are being implemented.

Retention Idea: Meetings – Length of meetings, number of meetings, meals, speakers, costs, etc.

How? (Action Steps)
To ensure retention of Lions, the members should be satisfied with the length of meetings, number of meetings, the type of meals, speakers or programs, and cost of being a Lion, the club should survey the club using “Reinventing Your Meeting Member Survey” on page 12-13 of <i>Your Club Your Way</i> .
When? (Deadline for completion)
Conduct the survey upon club or board of director’s approval. Provide results within 30 days at the next meeting for discussion and action.
Resources? (Available help)
<i>Your Club Your Way</i> (DA-YCYW EN 9/14), club visitations, and club members. Information is also available at http://members.lionsclubs.org/EN/lions/strengthen-membership/club-excellence-process/index.php and the Club Quality Initiative (CEP).
Who? (Person responsible for action)
Membership chair
How will we know? (Action steps accomplished)
Club makes a decision on the length of meetings, number of meetings, meals, speakers, costs, etc.

Retention Idea: Meetings – Plan a “Service of the Month”

How? (Action Steps)
To reinforce the Lions’ motto “We Serve” the club can address a service of the month program by combining a service project at a club meeting or a meeting of multiple clubs. The club can stress service activities over an administrative meeting.
When? (Deadline for completion)
Monthly
Resources? (Available help)
Centennial Service Challenge at http://www.lionsclubs.org/resources/EN/pdfs/iad464.pdf and Service Activity Webinars at http://members.lionsclubs.org/EN/resources/webinars/service-activity-webinars.php
Who? (Person responsible for action)
Service committee chairs
How will we know? (Action steps accomplished)
Once a program is in place and club members want to continue the program

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Retention Idea: Meetings – Have programs that are interesting

How? (Action Steps)
To retain members keep meetings interesting thought innovative programs. Use your roster book to identify points of contact for LVRF, LOVRNET, LYF, LCIF, conventions, USA/Canada Forum, diabetes awareness, speech and hearing, and other Multiple District and District committees or organizations. Contact other organizations about their service projects. Contact public officials (police, fire, health department, recreation, etc.) about community programs. Contact the local library or nearby college for speakers. Keep presentations to an appropriate time level. Where appropriate, invite the public to the program.
When? (Deadline for completion)
Set up the programs at least three months before the event so that you can publicize it.
Resources? (Available help)
Roster book, club members, local media, etc.
Who? (Person responsible for action)
Program committee or committee chair
How will we know? (Action steps accomplished)
Survey club members to identify if they approve of the new format.

Retention Idea: Meetings – Provide quality meals at a low cost

How? (Action Steps)
To eliminate a reason for Lions to leave by reducing the cost of meeting attendance. The club must decide if it will have meals at meetings, what type, cost, and how it will guarantee payment for meals. Ideas include not requiring a meal, having the meal before the meeting, desert meetings, pot luck, and catered meals. Payment plans must also be discussed.
When? (Deadline for completion)
The club president will set up a committee to identify possibilities and present to the club within six months.
Resources? (Available help)
Club members and visitations to other clubs
Who? (Person responsible for action)
Club president and club secretary
How will we know? (Action steps accomplished)
Implementation of the club's decision

Recruiting Idea: Attraction through Lion Information – “Sell the Sizzle” – stress the impact of what Lions do and how we help people

How? (Action Steps)
To attract new Lions give them a reason to join. The club president and membership chair should talk to prospective Lions previously contacted and those recommended by club members. Provide prospective members to the club website/LCI website, club brochure, and information nights. Ask members why they are Lions and see if their reasons are useful in selling the sizzle.
When? (Deadline for completion)
Set up a 60 day period to identify potential members in to contact them. Within 90 days of beginning, the club should hold informational meetings to invite the public to learn about the club

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Resources? (Available help)
Club brochures. LCI website at www.lionsclubs.org . New Club Development Guide TK-1 EN 6/13, Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13, templates for brochures and friendship nights, leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php .
Who? (Person responsible for action)
Membership committee and mentors
How will we know? (Action steps accomplished)
Potential members assist with club projects and decide to become members

Recruiting Idea: Attraction through Lion Information – Friendship night: invite local business owners and employees; teachers; family members including spouses, cousins, grandchildren, nieces and nephews, etc.; police, fire and EMS personnel; ministers; pre-school workers and employers especially in locations where pre-school vision screenings are held

How? (Action Steps)
Friendship nights and other events can be used by the club to identify prospective members and recruit them. The membership committee will ask members to make a list of people who are prospects for membership. The membership committee will develop a personal invitation to invite the prospective members. The club president and the members who placed the person on the list will sign the invitation. The membership committee, club president and club members should follow-up with the invitees to encourage their attendance and to remind them of the friendship night. Do not publicize this event at a membership recruiting program, this should be a friendship night presenting what the club does for the community.
When? (Deadline for completion)
The event should be scheduled for midyear.
Resources? (Available help)
New Club Development Guide TK-1 EN 6/13, Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13, templates for brochures and friendship nights, leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php . Club brochures. LCI website at www.lionsclubs.org .
Who? (Person responsible for action)
Membership committee chair and club president.
How will we know? (Action steps accomplished)
The club conducts a friendship night and has an increase in members.

Recruiting Idea: Attraction through Lion Information – Publicity – use Facebook and other social media to reach a broader audience and younger people

How? (Action Steps)
Create a # (hashtag) page by inviting tech savvy people to be members (younger members, grandchildren). Research how to set up a # page using LCI for guidance and policy. Set up a Facebook page for the club. Help club members setup their own accounts. Teach members how to use the # in their postings.
When? (Deadline for completion)
Develop the program over time with identifying tech savvy members within the first month.

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Conduct the research over the next few months and prepare the club members by the third month.
Resources? (Available help)
Lions SMILE Social Media for Lions by Lions at www.LionsSmile.org and at www.facebook.com/lionssmile/ . Additional information at www.facebook.com/lionsclubs , www.facebook.com/help/ , and www.youtube.com/lionsclubs .
Who? (Person responsible for action)
A tech savvy member and the appropriate club officer.
How will we know? (Action steps accomplished)
When the club account can be viewed by the general public and 60% of members post to Facebook, Twitter, Instagram, etc.

Recruiting Idea: Attraction through Lion Information – Have a presence at or organize community fairs, parades, or socials – hand out brochures or man an information table

How? (Action Steps)
The club should identify community events: fairs, parades, church socials, etc. that there members would be welcome and allowed to setup an information table, have signage, and handout brochures. The membership chair should coordinate with the community event and club members to provide information to the community.
When? (Deadline for completion)
One month prior to the community event, the membership chair should ensure materials and Lions are ready for the event.
Resources? (Available help)
Club Public Relations Chairperson’s Guide (PR-710 EN 4/15), Public Relations Guide information at http://members.lionsclubs.org/EN/resources/communicate-your-activities/public-relations-guide/index.php , and Public Relations and Communications information at http://www.lionsclubs.org/EN/who-we-are/contact-us/public-relations.php . New Club Development Guide TK-1 EN 6/13, Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13, templates for brochures and friendship nights, leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php
Who? (Person responsible for action)
Membership committee and the chair of the event
How will we know? (Action steps accomplished)
The event committee shall report to the club on the event, the membership chair shall report on prospective members and coordinate follow-up.

Recruiting Idea: Attraction through Lion Information – Women and families

How? (Action Steps)
The club should invite family members to a friends and family night. At the event, explain opportunities for women in Lions. Discuss Leo Clubs and how they work with Lions’ Clubs.
When? (Deadline for completion)
Hold the event within six months of the decision to hold the event.

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Resources? (Available help)
New Club Development Guide TK-1 EN 6/13, Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13, templates for brochures and friendship nights, leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php . Family and Women’s Specialist Guide (GMT-701 2016-08). Current club members, Parent Teacher Associations and sponsors of club projects
Who? (Person responsible for action)
Membership chair, membership committee, and vice presidents
How will we know? (Action steps accomplished)
The event is held and new members attracted

Recruiting Idea: Attraction through Service Projects – Exposure of club activities

How? (Action Steps)
To attract new members, the club should develop a public relations campaign to advertise club activities in the local community. Implement the campaign. Organize recruiting efforts around the event.
When? (Deadline for completion)
Develop the club public relations campaign by August 31 and implement by October 31. Secure membership materials 30 days prior to the event.
Resources? (Available help)
Club Public Relations Chairperson’s Guide (PR-710 EN 4/15), Public Relations Guide information at http://members.lionsclubs.org/EN/resources/communicate-your-activities/public-relations-guide/index.php , and Public Relations and Communications information at http://www.lionsclubs.org/EN/who-we-are/contact-us/public-relations.php .
Who? (Person responsible for action)
Public relations chair, membership committee, District GLT/GMT, club officers, and Zone/Region chairpersons
How will we know? (Action steps accomplished)
Initiation of a public relations/marketing campaign. Prospective new members learn about the club through the program.

Recruiting Idea: Attraction through Service Projects – Get friends involved in an activity; recruit to an activity, not a dinner

How? (Action Steps)
Instead of inviting friends and neighbors to a dinner meeting, they can be attracted by inviting them to help with a service project. Each member should list people who they believe they would be willing to help. The members should be asked to call those on the list to assist in a service project for a cause they show an interest. Those who assist the club in the service project should be provided with information about the club by the membership chair.
When? (Deadline for completion)
One month prior to any service project, the membership chair should request a list of those who should be invited to assist with the project.
Resources? (Available help)
Club brochures. Club Public Relations Chairperson’s Guide (PR-710 EN 4/15), Public Relations Guide information at http://members.lionsclubs.org/EN/resources/communicate-your-activities/public-relations-guide/index.php , and Public Relations and Communications

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information at http://www.lionsclubs.org/EN/who-we-are/contact-us/public-relations.php . New Club Development Guide TK-1 EN 6/13, Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13, templates for brochures and friendship nights, leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php
Who? (Person responsible for action)
Membership committee and the chair of each service project
How will we know? (Action steps accomplished)
The project chairs report on those non-Lions who assisted in the project. The membership chair reports on prospective members who have assisted on a project. Those who help, but do not join should be invited to help when the project or a similar project is performed.

Recruiting Idea: Attraction through Service Projects – Service event at area supermarket or other business

How? (Action Steps)
To expose the public to what Lions do and to attract people to join us in service the club can conduct a service event in conjunction with a business related to their interest. (Food drive at a supermarket, support for an animal shelter at a pet store or vet, hearing screening in conjunction with an audiologist, etc.) The club should determine an event and a business to partner with in preparing the event. The club president should appoint a person or team to champion the cause, determine location, date, time, and coordinate with the business. The membership chair will coordinate to ensure the club’s name and Lion’s logo are in all advertisement, signage is available for the event, and club brochures are available for the event.
When? (Deadline for completion)
The project should be developed and schedule within three months of the club agreeing to conduct the project. Attracting prospective Lions will be an objective of the event and the membership committee will contact all prospective Lions with 30 days of the event.
Resources? (Available help)
Club brochures. Club Public Relations Chairperson’s Guide (PR-710 EN 4/15), Public Relations Guide information at http://members.lionsclubs.org/EN/resources/communicate-your-activities/public-relations-guide/index.php , and Public Relations and Communications information at http://www.lionsclubs.org/EN/who-we-are/contact-us/public-relations.php . New Club Development Guide TK-1 EN 6/13, Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13, templates for brochures and friendship nights, leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php
Who? (Person responsible for action)
The project champion, with ad hoc members, should be selected by the club president or the board of directors to identify the project and the partner(s). The membership committee shall gather information and coordinate recruiting efforts. The public relations chair should coordinate advertisement for the event and publicize the results of the event.
How will we know? (Action steps accomplished)
The project committee shall report to the club on the event, the membership chair shall report on prospective members and coordinate follow-up.

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Recruiting Idea: Attraction through Service Projects – Special service projects inspired by members

How? (Action Steps)
To attract prospective members the club should conduct a special service projects identified by club members: new projects developed from existing projects and new ideas from club members. Organize recruiting efforts around the event.
When? (Deadline for completion)
New ideas should be developed by July 15, limit ideas to the ones most liked by the club by July 31, and kickoff the new project by August 15. Secure membership materials 30 days prior to the event.
Resources? (Available help)
Club Public Relations Chairperson’s Guide (PR-710 EN 4/15), Public Relations Guide information at http://members.lionsclubs.org/EN/resources/communicate-your-activities/public-relations-guide/index.php , and Public Relations and Communications information at http://www.lionsclubs.org/EN/who-we-are/contact-us/public-relations.php .
Who? (Person responsible for action)
Service project chairperson, membership committee, and club president
How will we know? (Action steps accomplished)
The service project is completed and a list of prospective members is invited to join.

Recruiting Idea: Attraction through Fundraising Projects – Conduct a Vision Day collection fundraiser

How? (Action Steps)
To help attract members to the club use a Vision Day collection to promote membership in the club: <ol style="list-style-type: none"> 1. The vision day committee responsible for the collection will determine when and where to conduct vision day(s) 2. The vision day committee shall secure approvals from the location and secure materials 3. The vision day committee shall assign Lions to setup, participate, and take down the day(s) of the event. The membership committee shall secure Lions to promote the club’s service activities, literature, and signage. 4. The vision day committee shall conduct a publicity campaign to promote the event. Train members in low vision. Secure materials from the Lions Vision Research Foundation. 5. Stage the event and hand out interest cards, gather point of contact information from those who are interested, etc. 6. Both the vision day committee and the membership committee shall report on the results of the event.
When? (Deadline for completion)
Schedule a date for the event and secure approvals four months in advance of the event. Begin securing materials for Vision Day and for membership three month prior to the event. Schedule advertisement to begin two months before the event.
Resources? (Available help)
Lions Vision Research Foundation at http://www.lionsvision.org/ , Lions Vision Days at http://www.lionsvision.org/Lions-Vision-Days/ , and inviting members at http://members.lionsclubs.org/EN/lions/invite-members/index.php .

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Who? (Person responsible for action)
Vision Day committee, membership committee, club president and club vice president
How will we know? (Action steps accomplished)
Successful completion of the event and collection of prospective member information with follow-up by the membership committee

Recruiting Idea: Attraction through Fundraising Projects – Have fundraisers that draw the community in (bull roasts, dinners, shows, luaus)

How? (Action Steps)
To help attract members to the club, fundraising events should be used to promote membership in the club: <ol style="list-style-type: none"> 1. Form a committee to plan a fundraiser that is open to the community 2. The committee shall define the type of fundraiser and secure a location 3. Depending on the type of fundraiser (bull roasts, dinners, shows, luaus) the committee will secure donations (auction items), work with restaurants, work with presenters, etc. 4. Organize a membership table, program, literature, signage, recruiters, etc.
When? (Deadline for completion)
Schedule a date for the event in four months. Begin collecting items three months prior to the event. Schedule advertisement to begin two months before the event. Acquire your membership materials one month before the event.
Resources? (Available help)
Community need for fundraising, ideas from the business community, club projects, ideas from other clubs or district projects. Club brochures. LCI website at www.lionsclubs.org for information on Lion's programs. New Club Development Guide TK-1 EN 6/13, Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13, templates for brochures and friendship nights, leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php
Who? (Person responsible for action)
Chairperson of the fundraising committee and the membership committee
How will we know? (Action steps accomplished)
Results of the event and potential new members shall be provided to the membership committee who will invite prospects to become members of the club

Recruiting Idea: Attraction through Fundraising Projects – Join with another community organization in a fundraiser

How? (Action Steps)
To help attract members the club should schedule an event with another community organization performing a fundraiser important to both. Contact a target organization (fire company, community association, fair board, church organization, Rotary or other civic organization, local business group, local government agency, etc.) and gain approval and buy in from key decision makers. Organize joint publicity recognizing all partners. Organize recruiting efforts around the event.
When? (Deadline for completion)
Meet with the target organization at least 60 days prior to the event. Secure membership materials 30 days prior to the event. Sign-up club members to assist at least 15 days prior to the

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event.
Resources? (Available help)
Club brochures. LCI website at www.lionsclubs.org for information on Lion’s programs. New Club Development Guide TK-1 EN 6/13, Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13, templates for brochures and friendship nights, leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php
Who? (Person responsible for action)
Club president, project committee and membership committee
How will we know? (Action steps accomplished)
Results of the event and potential new members shall be provided to the membership committee who will invite prospects to become members of the club

Recruiting Idea: Attraction through Fundraising Projects – Fundraising event at area supermarket or other business

How? (Action Steps)
To help attract members to the club, fundraising events should be use to promote membership in the club: <ol style="list-style-type: none"> 1. Forming a club committee to decide on a fundraising activity and contact a business or group of businesses to schedule the event 2. Organize and setup the event 3. Advertise the event in the community using newspapers, Facebook, flyers, etc. 4. Obtain donations, provide Lions’ literature, use signage to advertise the club, educate the public and Lions in the club about membership
When? (Deadline for completion)
<ol style="list-style-type: none"> 1. Form the club within four months of the event date 2. Begin organizing the event three months prior to the event date 3. Start advertisement of the event two months prior to the event date 4. Secure all literature, signage, membership committee members to man the event to be ready on the day of the event
Resources? (Available help)
Community need for fundraising, ideas from the business community, club projects, ideas from other clubs or district projects. Club brochures. LCI website at www.lionsclubs.org for information on Lion’s programs. New Club Development Guide TK-1 EN 6/13, Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13, templates for brochures and friendship nights, leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php
Who? (Person responsible for action)
<ol style="list-style-type: none"> 1. The club should decide to hold an event 2. The committee members should organize the event 3. The committee members will provide the advertisement 4. The president, Lion tamer, and the membership committee provide literature and signage
How will we know? (Action steps accomplished)
Results of the event and potential new members shall be provided to the membership committee who will invite prospects to become members of the club

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Recruiting Idea: Attraction through Association with Others – Ask spouses and other personal contacts

How? (Action Steps)
To attract members to the club, invite spouses, friends, co-workers and church members to a friendship night. Conduct the friendship night as an information program about how the club serves the community.
When? (Deadline for completion)
Prepare the invitations for the next scheduled friendship night
Resources? (Available help)
New Club Development Guide TK-1 EN 6/13, Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13, templates for brochures and friendship nights, leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php . Current club members, Parent Teacher Associations and sponsors of club projects
Who? (Person responsible for action)
The membership committee and members who have spouses who are not Lions
How will we know? (Action steps accomplished)
Holding the Friendship night and the addition of new Lions who are spouses.

Recruiting Idea: Attraction through Association with Others – Establish relationships with schools

How? (Action Steps)
Attract new members by establishing relationships with neighborhood/community schools (elementary, middle, and high schools). Talk to the principals, PTA, school nurses, and school counselors; bring copies of your club’s brochure. Explore club members’ relationship with teachers and others at the school. Share LCI and district programs with the school (Kid’s Sight Vision Screenings, Lion’s Quest, Peace Poster Contest, Essay Contests, Reading Action Program, scholarship programs, Flag Day, and club vision/hearing assistance programs). The club can advise school nurses of screening programs and club eyeglass and hearing programs. Club members can offer to tutor or read to students in the classroom. The club can provide books to the library.
When? (Deadline for completion)
Work to have a program in place in July to ensure actions take place prior to the start of the new school year. Establish a timeline for actions with an annual view at the end of the school year.
Resources? (Available help)
Club brochures. LCI website at www.lionsclubs.org for information on Lion’s Quest, Peace Poster Contest, Essay Contests, Reading Action Program, and other programs. Search under Reading Action Program Ideas and Resources, Sponsor a Peace Poster Contest, and for Lion’s Quest (LQ12) documents go to http://www.lionsclubs.org/resources/EN/pdfs/lcif/LQ12.pdf .
Who? (Person responsible for action)
Membership chair, club president, and district GMT
How will we know? (Action steps accomplished)
We should see additional sharing of information about Lions and Lions projects with schools. Schedule special events with school personnel.

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Recruiting Idea: Attraction through Association with Others – Establish relationships with businesses

How? (Action Steps)
Attract new members by establishing relationships with neighborhood/community business (sponsors to Lion projects and fundraisers, small businesses, local stores, eye doctors, realtors, sole proprietors, etc.). Talk to the business owners; bring copies of your club’s brochure. Explore club members’ relationship with the community leaders. Share LCI and district programs with them (Kid’s Sight Vision Screenings, Lion’s Quest, Reading Action Program, feed the hungry programs, and club vision/hearing assistance programs for adults). The club can partner with businesses to help them perform a service project.
When? (Deadline for completion)
Work to have a program in place in June using your existing sponsors, information from the local better business bureau. Establish a timeline for actions with an annual view at the end of the year.
Resources? (Available help)
Club brochures. LCI website at www.lionsclubs.org for information on Lion’s programs.
Who? (Person responsible for action)
Membership chair, club president, and district GMT
How will we know? (Action steps accomplished)
We should see additional programs with local businesses. Schedule special events with local businesses.

Recruiting Idea: Attraction through Association with Others – Study the “Recruiting Wheel” – Community Leaders, Relatives, Friends, Neighbors, Religious Affiliates, Local Professionals, People You Do Business With, Colleagues (Page 28 of the New Club Development Guide TK-1 EN 6/13) (Page 16 of Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13)

How? (Action Steps)
To ensure the development of a membership plan for attracting members through current members association with relatives, friends, neighbors, religious affiliates, local professionals, people club members do business with, and colleagues to identify potential new members. Club members should share potential prospects with the club membership committee. The club should prepare informational packets and/or a club brochure with a description of the club’s service activities, meeting schedule, cost, and club expectations. The club should coach members on how to receive perspective members. Perspective members should be invited to help with a service project, fundraising event, meeting, or a friendship/thank you night. The club membership committee must follow-up with prospects.
When? (Deadline for completion)
Members should be asked to identify potential prospects from the recruiting wheel and provide that information at a meeting one month after the request. The committee shall prepare the informational packets and/or club brochure and conduct the coaching of members within three months of the initial request to members. Issue invitation to prospective members to an event within one month of their being identified. Consider inviting a speaker of interest open to prospects within six months of identifying potential prospects. Continue actions throughout the year.

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Resources? (Available help)
New Club Development Guide TK-1 EN 6/13, Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13, templates for brochures and friendship nights, leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php
Who? (Person responsible for action)
The club membership committee, club president, club tail twister, and all club members
How will we know? (Action steps accomplished)
A list of prospective members is identified, the informational packet and/or brochure are created, prospective members are invited and attend the appropriate event, and the club attracts new members.

Recruiting Idea: Attraction through Association with Others – Invite parents of scouts, Leos, sports groups sponsored by the club and Leos after they have turn 18

How? (Action Steps)
Many clubs sponsor scout troops, Leos or sports teams. The clubs should invite the parents, scout leaders, coaches, and umpires to learn about the service their clubs perform. The club membership chair should request that the liaison between the club and the organization they sponsor identify a list of contact. If that is not possible, schedule a joint event to identify those involved.
When? (Deadline for completion)
Begin identifying the prospective members three months before a scheduled friendship night, recognition event, service project, etc.
Resources? (Available help)
Leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php , information available at http://members.lionsclubs.org/EN/index.php , and the Leo to Lion program at http://members.lionsclubs.org/EN/leos/leo-lion-program.php .
Who? (Person responsible for action)
Lion liaison to the organization the club sponsors and the membership committee
How will we know? (Action steps accomplished)
A list of prospective members is identified, prospective members are invited and attend the appropriate event, and the club attracts new members.

Recruiting Idea: Attraction through Association with Others – Establish partnerships with other service clubs, churches, parent teachers associations, or organizations

How? (Action Steps)
The club through its members have relationships with other service clubs, churches, parent teacher associations (often as grandparents), and community organizations. The club members should identify ways the club may be able to partner with the organization to assist them in performing a service project. The club would advertise that Lions serve and show how they can join the club and provide service to others. The club membership committee must follow-up with prospects.
When? (Deadline for completion)
Members should be asked to identify potential partnering ideas to the club. Club members should bring ideas to the club as soon as possible.

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Resources? (Available help)
New Club Development Guide TK-1 EN 6/13, Just Ask – New Member Recruiting Guide for Clubs ME-300 EN 3/13, templates for brochures and friendship nights, leadership success stories at http://members.lionsclubs.org/EN/resources/leadership-resource-center/leadership-communication/leadership-success-stories.php
Who? (Person responsible for action)
All club members, the club membership committee, club president, and club tail twister.
How will we know? (Action steps accomplished)
The club members identify potential organizations that the club can assist. The club assists the organization and identifies themselves as Lions and promotes the club.

Recruiting Idea: Other Ideas – Educate our own Lions

How? (Action Steps)
To help educate Lions the club should conduct an orientation program, establish mentors, promote district and multiple district training opportunities and institutes, LCI webinars, promote the USA/Canada Forum, and Lions University
When? (Deadline for completion)
Begin orientation and mentoring within one month of a new Lion joining the club. Provide education about the organization and the district at each advisory (cabinet meeting).
Resources? (Available help)
Lions University at http://www.lionsuniversity.org/ , LCI Leadership Resource Center at http://members.lionsclubs.org/EN/resources/leadership-resource-center/index.php , Regional Lions Leadership Institutes, Advance Lions Leadership Institutes, officer training, Lions orientation at http://members.lionsclubs.org/EN/lions/strengthen-membership/member-orientation.php , and Lions mentoring program at http://members.lionsclubs.org/EN/lions/strengthen-membership/mentoring-program.php .
Who? (Person responsible for action)
The club president, membership committee, and the board of directors
How will we know? (Action steps accomplished)
Attendance at training programs, orientation programs, and mentoring programs

Recruiting Idea: Other Ideas – Make membership convenient and affordable to younger members

How? (Action Steps)
The club should identify what younger members and prospective community members think is convenient and affordable. This should begin with a survey of members, family of members, and prospective members.
When? (Deadline for completion)
Allow three months to identify who should be surveyed, conduct the survey, and present the results to the club.
Resources? (Available help)
Attracting young adults at http://members.lionsclubs.org/EN/lions/invite-members/young-adults.php , Young Adult Recruiting Guide (EX-800 7/13) and How are your ratings (ME15B EN 4/13)

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Who? (Person responsible for action)
Membership committee and club officers
How will we know? (Action steps accomplished)
The survey is completed.

Recruiting Idea: Other Ideas – Use personal impact stories

How? (Action Steps)
Reach out to members for their story of what made them become a Lion.
When? (Deadline for completion)
Start collecting the stories at the first general membership meeting and complete by the end of the first quarter. (90 days)
Resources? (Available help)
View Lions Touchstone Stories at http://lions100.lionsclubs.org/EN/media/touchstone-stories/index.php . Lions SMILE Social Media for Lions by Lions at www.LionsSmile.org and at www.facebook.com/lionssmile/ . Additional information at www.facebook.com/lionsclubs , www.facebook.com/help/ , and www.youtube.com/lionsclubs .
Who? (Person responsible for action)
Membership committee
How will we know? (Action steps accomplished)
Publish the personal impact stories on Facebook and newsletters. Use them for programs at meetings, and friendship nights

Recruiting Idea: Other Ideas – What inspires people? Incorporate passions

How? (Action Steps)
Survey current members and prospective members as to what inspires them or what causes they support and are passionate about. Community needs assessments will also identify what is of importance to the community.
When? (Deadline for completion)
Survey all current members early in the Lion year; prospective members during informational events, friendship nights, and at membership tables; and new members within 30 days of becoming a member.
Resources? (Available help)
View Lions Touchstone Stories at http://lions100.lionsclubs.org/EN/media/touchstone-stories/index.php . Special interest Lions Club at http://members.lionsclubs.org/EN/lions/new-clubs/special-interest-clubs/index.php . New Club Development Guide TK-1 EN 6/13 and the Special Interest Club Specialist Guide GMT-705 11/14. Lions Clubs Community Needs Assessment (MK-9 EN 9/09)
Who? (Person responsible for action)
Club officers and the membership committee
How will we know? (Action steps accomplished)
Passions are identified and service projects to address those causes are put into effect. Events should allow for the identifying of potential members who will be approached by the membership committee.

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Recruiting Idea: Other Ideas – Special clubs – ethnic groups, special interest, professional groups

How? (Action Steps)
The membership chair should look at the community to evaluate the need for new clubs made up of ethnic groups, people with special interest, or who share a professional affiliation. These clubs could want to perform service in sight, hunger, youth, the environment, diabetes, or pediatric cancer. They may share a similar country of origin such as the Nepalese club in 22A, the dance club in 22C or a bike club, etc.
When? (Deadline for completion)
Seek the support of the District Governor and the district Global Membership Team (GMT) as soon as the prospective club is identified.
Resources? (Available help)
New Club Development Guide TK-1 EN 6/13 and the Special Interest Club Specialist Guide GMT-705 11/14.
Who? (Person responsible for action)
District Governor Team, GMT, and Guiding Lions appointed by the District Governor
How will we know? (Action steps accomplished)
When a charter is submitted for the new club or paperwork as a branch club

Recruiting Idea: Other Ideas – Branch clubs, the seeds to new clubs

How? (Action Steps)
<ol style="list-style-type: none"> 1. Contact clubs about starting a branch club. Considered where the branch will be located, what type of members the branch will consist of and what will be the focus of the branch. 2. Assign Certified Guiding Lions to assist the club and the branch 3. Assist the club in developing a plan to identify, recruit and create a branch club. 4. Develop a list of potential branch members, consult the district governor, cabinet members, past district officers, local merchants and other contacts Lions may have in the branch location. 5. When the branch club is formed, a club branch banner patch and club branch pin are sent the parent club president.
When? (Deadline for completion)
<ol style="list-style-type: none"> 1. July 2. Upon willingness of the club to proceed 3. Within three months of club's willingness to proceed 4. Within three months of club's willingness to proceed 5. Global Leadership Team to assist in providing orientation to new members
Resources? (Available help)
District Global Membership Team District Governor Team Club Branch Guide CB-4 EN 10/13, Certified Guiding Lions program training for selected Lions DA-CGL1 7/14, District Global Membership Team and the District Governor Team to provide encouragement and assistance, District Global Membership Team and the District Governor Team to provide list of potential names, guidance, etc., and Global Leadership Team to assist in providing orientation to new members
Who? (Person responsible for action)
<ol style="list-style-type: none"> 1. District GMT with assistance from the SVDG 2. District Governor

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<ol style="list-style-type: none">3. Willing club members, the Certified Guiding Lions, District GMT, and the DG Team4. Willing club members, the Certified Guiding Lions, District GMT, and the DG Team5. The Certified Guiding Lions, District GMT, and the DG Team
How will we know? (Action steps accomplished)
<ol style="list-style-type: none">1. Report to the DG from the SVDG and District GMT2. Certified Guiding Lion will report meeting with the club to the DG3. Report to the DG from the SVDG and District GMT4. Report to the DG from the SVDG and District GMT5. Five or more new branch members