

GROWING STRONG LIONS CLUBS

Having a strong community presence is crucial to attracting and keeping our members satisfied with their clubs. There are many ways to attract people to our association but at the heart of every strong club is **SERVICE**. Our community, special interest, cyber and all types of clubs will succeed if service projects are central to their focus.

ESTABLISHING YOUR CLUBS COMMUNITY PRESENCE

- Assess the needs within your community. Make appointments with your city or county manager's office, fire and police departments, park and recreation departments and other non- profits to find out where Lions can be of the greatest benefit to the community.
- Plan multiple service projects to address these needs.
- Keep your projects within doable plans so you do not burn your members out.
- Plan fund raisers that address specific needs within the community such as scholarships, diabetes, hunger etc.
- Use tools made available from your districts and Lions Clubs International. Spot vision cameras, diabetes awareness kits, partnering with neighboring clubs and grants from the California Lions Foundation and Lions Clubs International Foundation are excellent resources that are available.

EYE CATCHERS- TOOLS TO GET NOTICED BY

- Wear your Lions polo shirts or other clothing that makes you readily identifiable as Lions.
- Set up a membership table at every event you have. Have your friendliest and most personable people there to explain Lions to visitors.
- Have a club banner made that that tells of all the groups (Community and Lions) your club has supported over the years. Dig deep in your memories and review your check registers to find causes your club has supported. Print on the banner as many as you can and headline with **YOUR CLUBS NAME SUPPORTS**. People will be amazed at what we have done and will want to know more. It should be prominently displayed at all events.
- Support local youth programs- Sports teams, scouts, Boys and Girls clubs etc. Be sure and visit the sports teams you sponsor. Wear club attire and

thank the parents in attendance for giving us the opportunity to help the youth of the community grow. This is wonderful public relations.

- Establish a social media presence. Have an Instagram, Facebook, Twitter or other platform to promote your club. This is where younger people gather.
- Use local radio and newspapers to promote your projects. Many will promote non-profits for free or at a discount.

CLUBS NEED A WELCOMING ATTITUDE

- Make sure that all club members and visitors are treated with kindness and dignity.
- Establish club policy that all heated disagreements will not take place at club events or meetings. They need to be addressed with the club officers or through private contacts away from functions. We must establish a NEGATIVE FREE ZONE
- Have one of your members be a greeter at club meetings .Make everyone feel welcomed and appreciated.
- Have fun with a mystery member. Have one member at each meeting be selected to keep track of who greets them at the meeting. Members who do not greet them should receive a small fine in a fun fashion.
- Wear name badges so that everyone is identifiable to new members and visitors. Make everyone comfortable who might not be familiar with everyone.