

How to Market Your Club to Attract New Members
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Goals

- Prepare your Club to get new members
- Improve volunteer recruitment to your Club's and District Endorsed Projects
- Build a plan and ACT

Get Your Club READY

- Is Club membership growing, static, in decline?
- What does your Club care about? Any new ideas?
- Do you have a service chair, membership chair?
- Service calendar? Is service activity up?

Plan and Commit to Recruiting Members

Set a goal, attach a timeframe, put it in writing, monitor progress

- Need a membership chair or committee
- Put recruitment status on every Club meeting agenda
- Add recruitment activity to every Club service event
- Have a clear plan for follow up - Who emails or calls, invites them to service

"We want to attract 10 new members to our Club over the next 90 days. We plan to invite 25 prospects to upcoming service events."

Tailor a Service Activity to Recruit Prospects

- Can be completed in 2-3 hours, should be fun, high impact
- Recurring activity, with a local non-profit
- One activity each month gives you 12 "at-bats" to invite people

Service Events ARE Recruiting Events

Change your mindset. You are NOT selling, you are INVITING

- Signup sheet for EVERY event, get emails
- Hand out Club information
- Set goal for number of contacts captured
- Follow up and invite to next activity

Actions to Take Now

- Make sure to have a Membership Chair and Service Chair(s)
- Set a membership plan, discuss progress at every Club meeting
- Create a recurring event with local non-profit, promote it to invite volunteers
- Promote District endorsed projects, invite volunteers
- Post on socials, write article about your Club's events and impact
- Update Club service calendar