



100 Ideas to Recruit New Lions

1. Ask someone. Ask One!
2. Bring a guest to meetings
3. Advertise in newspapers & cable TV
4. Have a clear club goal & a strategic plan
5. Letters or personal contact with local businesses
6. Contact with Chamber of Commerce
7. Place customized bookmarks in library books
8. Have public meetings at malls, outdoors, etc.
9. Have a booth at malls, fairs, festivals etc.
10. Place pamphlets in doctors' offices, hospitals, cafeterias, libraries, etc.
11. Create videos of your events and promote your Club on YouTube
12. Host an Open House
13. Hold a club assembly only on membership
14. Ask former Leos, Effective Speaking Contestants, Lions Quest grads, Vision Screening school contact, etc.
15. Make the membership chair an active Club Officer that reports at each meeting
16. Put together guest information packets (see [Family recruitment Brochure](#) / [Campus Club recruitment brochure](#) / [Standard recruitment brochure](#) / [Club recruitment brochure template](#))
17. Service projects that serve a need in the community
18. Invite family members to join
19. Send letters to people in the news with an invitation to visit the club
20. Print club business cards with club meeting location and time
21. Distribute extra copies of LION magazine and attached information about your club in waiting rooms, etc.
22. Hold high-profile meetings (all candidates meetings, special guests, etc.)
23. Hold wine and cheese receptions for prospective members
24. Ask for help from your Region Chairperson/Zone Chairperson/GMT Coordinator/DG Team
25. Have a special guest day
26. Send club members to a district membership seminar
27. Make prospective members feel important
28. Honour outstanding community members with awards like Melvin Jones, Awards by Club (certificates), etc.
29. Don't take age into consideration
30. Make some meetings social events
31. Build a club web site and a social media presence
32. Use email contacts to promote your club
33. Put posters in public areas (see "[We are Lions](#)" club recruitment poster / look at posters other Lions created [Pinterest page of posters](#) / or be inspired by [Our Global Causes](#))
34. Ask corporations and employers to sponsor or subsidize membership
35. Have a reward/recognition program for those who bring in new members at Club level
36. Create more fun
37. Give a money-back guarantee—if after 3 months a new member does not want to stay, return their fees
38. Invite the media to cover well-known speakers
39. Use word of mouth
40. Network with coworkers, friends, and family
41. Follow up with guests
42. Place a coloured dot on the watch of every member to remind them to bring a guest
43. Lead by example—how many members have you recruited?
44. Have members give talks at other organizations
45. Provide guests with free meals
46. Update your club's satisfaction surveys. Your Club Your Way / Know your Ratings / CQI
47. Look for members in ethnic groups not represented in your club
48. Provide brochures for new employee packets in local companies with approval from HR/owner
49. Advertise at sports events
50. Ask the district for help



51. Hold joint meetings with other groups
52. Share your club experience with others
53. Participate in community events
54. Write letters to the newspaper about the campaigns your club is working on
55. If a prospect can't join because of your meeting day & time, suggest other nearby clubs
56. Publicize club successes, elections, events, in local newspapers
57. Circulate the club newsletter widely
58. Design a club brochure [Club recruitment brochure template](#)
59. Hold recruiting events with two or more clubs
60. Form/join a speakers' bureau or organize a pool of speakers to be available for presentations outside Club
61. Wear your Lions pin at ALL times
62. Mention your club at meetings of other organizations during announcements
63. Send newsletter to guests
64. When asked about your leadership skills or career success, tell them about your club
65. Ask the DG, VDGs, or GMT to attend a board meeting to talk about membership
66. Ask every member to submit 3 prospects to the membership chair
67. Always make it FUN
68. Give every member a club decal or bumper stickers for their car
69. Give testimonials about your club while guests are at the meeting
70. Repeatedly invite prospective members
71. Practice selling your club at Club meetings—have a one minute elevator speech ready
72. Conduct a Membership Satisfaction Survey – see [How Are Your Ratings](#) and the [Member Satisfaction Guide](#)
73. The club president asks three club members as a personal favour to each recruit one new member
74. Bring your boss to a club meeting
75. Make contact with women's business associations
76. Bring your co-workers to a club meeting
77. Bring your subordinates to a club meeting
78. Have new member kits available at every meeting
79. Use books, brochures, videos, posters and other resources from LCI
80. Hand out invitation cards for a "free" lunch (breakfast, dinner)
81. Have members constantly promote and rave about your club
82. Meet at a good location
83. Assign members to five-person recruitment teams—each team brings in a new member every six months
84. Develop a strategic membership plan as a year-round priority – growth needs to be planned
85. Have incentives for recruitment
86. Have a large poster that lists all the members who have sponsored a new member in the past year
87. Select a missing career or other classification in the membership and work on filling it
88. Display a thermometer showing progress towards the club membership goal
89. Feature a member's "benefit of the month" in the club newsletter
90. Induct new members with pizzazz & invite their spouse/partner
91. Develop a welcome letter from the president for all new members
92. Contact all members who have resigned in the past 3 years
93. Use billboards at bus stops and roadside
94. Ask club members to put club ads on their commercial trucks
95. Recognize new members in newsletters
96. Regularly check the LCI website for ideas
97. Visit other Club, District, Multiple District websites and social media for ideas
98. Invite spouses to social functions
99. Ask recipients of your Lions Club service or donations (or LCIF) to speak for Lions or your Club
100. Pass out M & M candy to remind members that "Membership Matters" and that we need "More Members" to provide more service

This information was originally found at <http://greatideastoshare.com/2011/10/11/100-ways-to-recruit-new-members>. It has been modified to include and refer to Lions Clubs International materials.