



Just Ask!

Quick tips for effectively recruiting new members

1 Build a team

Get started by building a team of people who are dedicated to increasing your club's membership.

- › Decide who will help your club recruit.
- › Use the membership development team form in the Just Ask! guide to organize your team.

2 Build a vision

Take time to assess your club and your community to find out what you need for successful recruitment.

- › Determine what you want your club to be.
- › Choose what you want your club to support.
- › Establish your goals.
- › Decide who you will recruit.

3 Build a plan

Map out your club's action plan and completion dates, then assign tasks to help you reach your goals.

- › Decide where and when will you recruit.
- › Determine your recruitment materials.
- › Review your growth plan.
- › Reach out to your target members.
- › Promote your informational meeting and activities.
- › Follow up with participants.

4 Build success

- › Conduct an induction ceremony.
- › Ensure that new members are properly on-boarded.
- › Find ways to involve new members in your club's activities.



Repeat the process

People join Lions International to serve—make sure that your new members are involved in ways that align with the reasons they joined your club.

For details on these steps, as well as additional tools and resources your club can use for successful member recruitment, download the complete Just Ask! Fostering a Culture of Recruitment guide from the Resource Center at www.lionsclubs.org.



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