Important information about this webinar

Due to the size of the group, this webinar will begin promptly at 7 PM CDT

This webinar is being recorded; the recording and PowerPoint will be available afterward.

Your microphone has been muted and will remain so for the duration of this webinar.

Have a question? Submit it using the “Questions” tab located in the sidebar.
New Club Development Webinar Series

PID Jerome Thompson
GAT Constitutional Area I Leader
Moderator

PDG Rob Hill
GAT Constitutional Area II Leader
Moderator
New Club Development Webinar Series

Getting Started
Steps 1-3

An online training hosted by Lions Clubs International
New Club Development Process

Successful new club development includes the following 10 steps:

1. Determine Areas of Opportunity
2. Develop Your Team
3. Conduct Site Development Research
4. Promoting the New Club
5. Recruiting Charter Members
6. Conduct Informational Sessions
7. Conduct Organizational Meeting
8. Submit Charter Application
9. Charter Approval
10. Continued Development
Quick Poll
Did you attend the first webinar in this series?
Steps 1-3

Getting Started:

Step 1: Determine Areas of Opportunity
- Size of population
- Location
- Proximity
- Community engagement

Step 2: Develop Your Team
- District Governor
- 1st Vice District Governor
- GMT Coordinator
- Sponsoring Club Officers

Step 3: Conduct Site Development Research
- Community needs
- Demographics
- Build relationships
- Other organizations
Objectives

- Understand the possible areas of opportunity in your community
- Gain knowledge on developing a team for new club development
- Understand how to conduct site development research
Policy Guidelines

New Lions Club
- 20 charter members
- District Governor Approval
- Charter fees and certification
- Sponsor
- Completed Charter Application
- EIN number (US only)

Club Branch
- Five branch members
- Elected branch president, secretary and treasurer
- Parent Club approval
- Completed application
New Club Development Webinar Series

PDG Valerie Clarke
New Club Development Consultant CA2

PCC Nancy Van Alstine
New Club Development Consultant CA1
Step One: Determine Areas of Opportunity

- Size of the population
- Local project possibilities
- Current service clubs & Community organizations
- Groups of people not being recruited by a Lions Club
- Locations of nearest possible Lions Club
- Communities with young adults, women, ethnic communities and other underrepresented groups
- What challenges or barriers might be faced that would prohibit a new club from forming in the community?
- What community leaders would be needed to support the club?
- What benefit can Lions Club bring to the community?
- Has there been a Lions Club in the community?
Quick Poll

Do you know of a community in your district that could benefit from a Lions Club?
Step Two: Develop Your Team

The following Lions are instrumental in the new club process and should be present during the club formation process:

- District Governor
- Guiding Lion for the club
- 1st Vice District Governor
- Members of the sponsoring Lions Club
- Global Membership Team District Coordinator

**Recruitment Team Expectations:**
- Attend in-person training
- Participate in a minimum of 1 recruitment day
- Attend informational & organizational meeting
- Support new club in all formation efforts
## Step Two: Develop Team - Creating Sub-Teams

<table>
<thead>
<tr>
<th>Sub-Team</th>
<th>Responsibilities</th>
<th>Qualities</th>
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<tbody>
<tr>
<td><strong>Lead Team</strong></td>
<td>• Contact Lions’ network via phone and email</td>
<td>• Organized</td>
</tr>
<tr>
<td></td>
<td>• Research key leaders</td>
<td>• Tech-savvy</td>
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<td></td>
<td>• Set up appointments with leaders</td>
<td>• Comfortable on telephone</td>
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<td></td>
<td></td>
<td>• Strong writing skills</td>
</tr>
<tr>
<td><strong>Field Team</strong></td>
<td>• Develop plan for outreach to key community business leaders</td>
<td>• Social</td>
</tr>
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<td></td>
<td>• Visit business leaders and ask them to join Lions or attend informational meeting</td>
<td>• Professional demeanor</td>
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<tr>
<td></td>
<td>• Post informational flyers in high-visibility areas and at businesses</td>
<td>• Quick thinker</td>
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<tr>
<td></td>
<td></td>
<td>• Strong interpersonal skills</td>
</tr>
<tr>
<td><strong>Ground Team</strong></td>
<td>• Develop plan for outreach to community members</td>
<td>• Social</td>
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<tr>
<td></td>
<td>• Set up promotion stations in the community</td>
<td>• Professional demeanor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Strong interpersonal skills</td>
</tr>
<tr>
<td><strong>Response Team</strong></td>
<td>• Conduct follow-up with prospective members</td>
<td>• Organized</td>
</tr>
<tr>
<td></td>
<td>• Keep new members informed about meeting times and updates</td>
<td>• Tech-savvy</td>
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<td>• Comfortable on telephone</td>
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<td>• Strong writing skills</td>
</tr>
</tbody>
</table>
Quick Poll

What do you think is the most important characteristic of new club development team members?
Step Three - Conduct Site Development Research

The following community leaders and activities should be part of the research:

- Mayor and other Community Leaders
- Chamber of Commerce Executive Director
- School Administrators (Superintendents and School Principals)
- Officials from Law Enforcement Agencies, Fire Departments, Human Service Agencies, and Business groups

Visit Possible Recruitment Locations / Areas:

- Veterans Meeting Locations
- Community Leaders
- Churches
- Social Media Ads
- Social/Civic Groups
An easy way to help determine an area of opportunity is by conducting a **Community Needs Assessment**.
Step Three - Conduct Site Development Research
Quick Poll

Have you done a New Club Community Needs Assessment?
Step 4: Promoting the New Club

- Potential members
- Community focus
- Elevator Speech

Step 5: Recruiting Charter Members

- Canvassing
- Limited recruiting
- Group conversation
- Ground recruiting

Step 6: Conduct Informational Sessions

- History of Lions
- Proposed needs to address in community
- Overview of components of new club
Final Push to Charter:
**Steps 7-10**

June 29th
7:00 – 8:00 CDT

**Step 7:** Conduct Organizational Meeting
- Vote on officers
- Decide service projects
- Continue to recruit

**Step 8:** Submit Charter Application
- Gather required documents
- Submit information in MyLCI

**Step 9:** Charter Approval
- Charter materials
- Charter night celebration
- Charter members

**Step 10:** Continued Development
- Sponsoring club assistance
- Guiding Lion Support
- Transition of Power
Questions?

For more information you can contact the Member Experience Department at membership@lionsclubs.org