



Recruitment Committee

2024/2025

Starter Kit

Welcome as a club or district board member!

Congratulations on joining your club's board! Your leadership will help shape the club's future, strengthen engagement, and drive meaningful impact.

This **Starter Kit** provides key tools to support your role. If you have any questions, please email us at leo@lionsclubs.org or message @leoadvisorypanel on Instagram.

Talk about recruitment!

Social Media

Leverage social media to attract new members and engage your community! The international website offers ready-to-use templates for stories and posts, making it quick and easy to share your message. You can find social media templates on the [brand kit website](#).

Spread the Word

Share important recruitment information with your members, including resources from the [Leo Program Handbook](#) and other relevant materials. If you are on the district board, discuss recruitment with your clubs. If they need help or resources, many are already available on the international website. Feel free to check out our section on recruitment resources on the [panel website](#). Flyers and slides for starting a Leo Club are also available on the ["Start a Leo Club" page](#). If someone asks you about Leos, we have prepared some answers on page 4.

Use (multiple) district events

You can offer workshops at district events to brainstorm local recruitment ideas. [Our website](#) provides many ideas, including how to start new clubs, tips on pitching your club, and ideas for planning recruitment events. These can help your members and clubs start recruiting. Do you still need slides for your workshop? Why not check out the material for the [Leo Advancement Sessions](#)? Recruitment slides are also available on the panel website.

With so much information shared online, key details can easily get lost. Take advantage of (multiple) district or club meetings to discuss important resources, share recruitment strategies, and brainstorm new ideas.



Make recruitment seen

Recognize and celebrate clubs that successfully and sustainably reach new member goals. Highlight their achievements to inspire others. The Leo Awareness Month in April could be a good time for this.

Consider setting up awards for recruitment efforts to encourage engagement and growth. A little recognition goes a long way!

Use challenges

Challenge your clubs to recruit new members to make recruitment fun and engaging. Set clear goals and encourage friendly competition to drive participation.

Recognize and reward clubs that successfully meet their targets through certificates, shoutouts, or special incentives. Celebrating achievements keeps motivation high and strengthens club spirit!

Engage new members

Making new members feel welcomed and valued right from the start is essential. Contact them personally, invite them to upcoming events, and share helpful resources to guide their journey within the club. This will help them feel included and give them the tools they need to succeed.

For those on a (multiple) district board, don't forget to connect with new club presidents. Offer your assistance and check whether they are aware of the [resources available to them](#). Information for district and multiple district leaders is available [here](#).

By being proactive, you'll help ensure new members and clubs have the support they need to thrive. Strong, early engagement leads to lasting commitment and success!

We hope this short guide serves as an introduction to resources that already exist at lionsclubs.org. We recommend you take some time to explore the international website. If you have any questions, the panelists in your constitutional area and the Leo department are always happy to help!



ELEVATOR PITCH

In an elevator pitch, the three Cs are Confidence, Clarity and Concise.

An elevator pitch is a brief (think 30 seconds!) way of introducing yourself, getting across a key point or two, and making a connection with someone.

Leos is a group of friends who meet regularly and, in addition to fun activities, also engage in social causes.

Leos is an organisation where I volunteer locally on various projects and topics. I also have the opportunity to meet like-minded young people from other regions and build friendships.

With us, you get to know committed people, form friendships, and become part of a global network that allows you to find support anywhere. Alongside the social aspect of connecting with others, voluntary engagement is the main focus.

Leos is an organisation for young people who enjoy getting involved socially.

Each club organises individual social projects to help locally, such as assisting refugee children, people with disabilities, or seniors living in poverty. Environmental protection actions, animal welfare initiatives, and other topics are also organised.

With the motto "We Serve" Leos help with local aid projects wherever their help is needed.

