New Club Development Webinar Series

General Overview

An online training hosted by Lions Clubs International
New Club Development Webinar Series

VP Douglas Alexander

VP Brian Sheehan

VP Dr. Patti Hill
New Club Development
Webinar Series

PID Jerome Thompson
GAT Constitutional Area I Leader
Moderator

PDG Rob Hill
GAT Constitutional Area II Leader
Moderator
Why Organize
New Clubs?

- Benefit the community
- Provide new service opportunities
- Fulfill unmet needs
- Make a difference
- Rejuvenate membership
- Develop new leaders
New Club Types/Formats

Knowing the type of Lions Club a community needs is the first step to new club development.

- Traditional Club
- Campus Club
- Leo-Lion Club
- Lioness Conversion Club
- Specialty Club
- Virtual Club
- Club Branch
Policy Guidelines

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

- Club Branch
  - Five branch members
  - Elected branch president, secretary and treasurer
  - Parent Club approval
  - Completed application
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
Getting Started

VP Douglas Alexander
Getting Started:

Steps 1-3

June 15th
7:00 – 8:00 CDT

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
Quick Poll
Which step is the most challenging part of getting started?
Promotion and Recruitment

VP Brian Sheehan
Promotion and Recruitment:  
**Steps 4-6**  
June 22\(^{nd}\)  
7:00 – 8:00 CDT

**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

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Quick Poll
Which step is the most challenging part of promoting and recruiting?
Final Push to Charter

VP Dr. Patti Hill
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
Quick Poll

Which step is the most challenging part of chartering?
Start a New Club

Webpage

Lionsclubs.org/start-a-new-club

- New Club Development PowerPoint
- New Club Development Community Assessment
- Informational Night Meeting PowerPoint
- Organizational Meeting PowerPoint
- MyLCI Charter Application Instructions
- New Club Development Course available on Lions Learning Center
- New Club Development Workshop Program
Q&A