

5M7 GMT Tool Kit

Lions Clubs Recruitment Bullet points

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Lions Clubs Recruitment Bullet points:

When speaking to a prospective new Lion(s), it is helpful to have some information or details you could provide to help them make an educated decision about joining your Club. The listings below are provided to you to assist in your talk with your prospective new member(s). The items listed provide some general information or statements about **Lions Clubs International**, as a whole. You are encouraged to include some of the statements/information provided in your conversation with the prospect(s).

Lions Clubs International Bullet Points:

- **Lions Clubs International is the world’s largest service organization.**
 - **There are nearly 1.4 million members found in nearly 46,000 Clubs located in over 200 countries across the globe.**
- **Lions Clubs International members are 18 years of age or older; and are men and women representing all social, economic, racial and religious backgrounds.**
- **Lions Clubs International was founded in Chicago in 1917.**
 - **Lions have been providing service to local, national and international causes for nearly 100 years.**
- **Lions Clubs International members have provided volunteer and financial support to worthy causes since 1917.**
 - **Lions Clubs International has supported world-wide efforts to combat vision and hearing problems, in addition to their associated causes or complications such as diabetes, river blindness and illiteracy.**
 - **Lions Clubs International members have supported local community projects/groups involving the physically and mentally challenged, youths, seniors and the disadvantaged.**
 - **The Lions Clubs International Foundation has provided financial assistance to local community projects, international health initiatives and disaster relief.**
- **Lions Clubs International is the “Knights of the Blind”, as challenged by Helen Keller during her speech at the 1925 Lions Clubs International convention.**
- **Lions Clubs International offers to its members a volunteer opportunity that fits their lifestyle.**
- **Lions Clubs International gives 100 percent of donations back to the community.**
- **Lions Clubs International has affordable dues and offers reductions for family members.**
- **Lions Club International members make a difference in the quality of life found in their community and beyond.**
- **Lions Club International members can take pride in their work of helping others.**
- **Lions Club International offers a chance for its members to forge strong ties to their community and build lasting friendships.**

Individual Lions Clubs Bullet Points:

Information or statements about your specific Club and its activities are strongly encouraged and should be compiled by the Club membership or membership committee prior to any talks with a new prospect(s). Clubs are also encouraged to develop a brief statement (i.e. *'an elevator speech'* or *'pitch'*) that all members could utilize in their meetings with new people or in talking with potential new members. These statements could be printed out on a card for members to carry and to utilize during their interactions with the public and potential new members. Practicing the delivery of these brief statements may help your members in being comfortable with speaking in public and provide a better image of your Club and its members to the new prospect(s).

Statements regarding the Club should include some of the following topics:

- **The length of time the Club has been in existence.**
- **Examples of the service projects the Club has or is currently performing in the community.**
 - **Events or activities that your Club is best known for or is most proud of.**
 - **Citing local projects helps draw the ties of the Club to the community.**
- **Examples of the groups, organizations or individuals the Club has supported through volunteering or donations.**
 - **Provide information on the length of time the Club has supported the groups, organizations or individuals.**
 - **Providing some details on the ties of the Club to the groups, organizations or individuals helps demonstrate your involvement in the community.**
- **Examples of notable persons of interest who have been or are currently Club members.**
 - **City, County, State or Federal officials; doctors; attorneys; business owners or leaders; persons connected with the local schools; local religious leaders; etc.**
 - **Members who are currently or have been noted Lions such as District Cabinet members, District Governors, International Directors or International Presidents.**

Clubs are asked to keep their *'elevator speech'* or *'pitch'* brief in order to not to intimidate the prospect(s) with too much information at first meeting. By concentrating on a mix of some selected Lions Club International and individual Clubs bullet points, the Club members can provide the message you wish to portray to the prospect(s). The goal is to make a good impression with the prospect(s) in the shortest time possible.

These *'elevator speeches'* can be part of a larger recruitment campaign for your Club. Clubs are encouraged to provide their members with the tools, including a *'pitch'*, to allow them to actively recruit new Lions during their daily travels and when opportunities arise. Clubs are also encouraged to re-evaluate its *'elevator speech'* or *'pitch'* from time to time to adjust for any possible changes or improvements.