



Site Development Checklist

After the site has been deemed to be a viable location for new club development, begin to plan for the recruiting phase by following the steps below:

1. **Identify a sponsoring club and Guiding Lions** for the new club and involve the sponsor in the canvassing and development efforts.
2. **Schedule the dates and times for both the recruiting effort and the first meeting of the new club.** Recruiting should be done during the week so that community leaders may be reached during business hours. Tuesday through Thursday have proven to be the most productive recruiting days.
3. **Secure meeting room and refreshments for meeting with the extension team for canvassing day and the new club's first meeting** (informational meeting). Identify a place to meet before canvassing begins to discuss the area and distribute materials to the team. Please note that the club's first meeting should be within 5 to 7 days of the recruiting dates so the prospects do not lose interest. Meeting arrangements for the club's first meeting must also be made before recruiting starts so that the recruiters have a place to refer to as they invite people to the meeting.
4. **Contact your team** to inform them of the date, time and location of the recruiting event.
5. **Order supplies and materials from Lions Club International**
6. **Develop a prospect list of community leaders and other interested citizens**
 - a. Obtain a list of businesses from the Chamber of Commerce
 - b. Meet with the Mayor, Chief of Police to obtain permission to canvass businesses
 - c. Meet with the School superintendent to gain permission to discuss possible projects with school staff

- d. Develop a list of other prospects, which might include:
- Church leaders
 - Professionals in health and social services
 - Key business leaders
 - Real estate and insurance professionals
 - Professional organizations
 - Volunteer organizations
 - Leos and Lionesses
 - Friends of Lions
 - Former Lions

IMPORTANT: In most cases it is not necessary to schedule an appointment to meet the listed community leaders. Research shows that "cold-calling" this group is very effective. On recruiting day, consider making these personal calls first because these individuals may be able to provide other leads in the community.

7. **Be ready to follow-up** Each Lion recruited and each prospective Lion should receive a personalized letter within 48 hours of the canvassing to confirm the meeting date and location. If needed, purchase professional letterhead and identify volunteers who will personalize and mail the follow-up letters.

8. **Prepare for the recruiting team:**

Parking: Identify convenient parking and gathering locations during canvassing. Be aware of possible meal locations and, if needed, coordinate transportation for recruiting team.

Communication: If the team is large and is divided into smaller groups (groups of over four people might seem overpowering to the prospect), plan meeting times and places to exchange information. Cell phones may be used, but should be turned off during visits.