

Club Information Sheet 1

Suggestions of Ways to Increase Club Membership

1. Ask every member to bring in a friend, a family member, a neighbour, or a co-worker to a meeting.
2. Invite the above to a social meeting where you put out scrapbooks of past events.
3. Take part in a health fair,
4. Visit new retirement communities to explore opportunities. Do they need program speakers for their meetings which could be given by a Lioness?
5. Put on an event that attracts people and always have plenty of Lionesses information on display e.g. leaflets, scrapbooks, pictures. Events such as pamper evening, pudding party, health workshop, fashion show, movie evening possibly with child care in a separate room.
6. Adopt a school – Young Leaders in Service.
7. Schedule a meeting program that might attract people.
8. Present an award. Ask for public nominations, select a winner, present the award publically. Ideas: nurse of the year, teacher of the year, business person of the year, parent or grandparent of the year etc.
9. Put information where it will be seen - on the back of restroom doors in restaurants, in school newsletters, in doctors' waiting rooms and on tables of tea rooms etc.
10. Put your spectacle collections boxes in businesses people visit - medical clinics, gyms, spas, hair salons, grocery stores and attach a holder for your club brochures.
11. Carry and use business cards with your Lioness information.
12. Make it easy for people to find you. Websites, Articles in the paper, a flyer in the library, sign up forms at the volunteer centre. They cannot join you if they can't find you.
13. Sell your message at meals. Spaghetti dinners, Pancake Day, breakfast and pudding parties are opportunities to put out information about your club. Provide something that goes home with each attendee, such as a bookmark or business card inviting them to attend your next meeting.
14. Appoint one person at every fundraiser and service project who is responsible for providing information about Lionesses AND talking to people about Lionesses.
15. Get names and e-mail addresses of anyone who comes to an event then send them a newsletter to publicise events.
16. Stay in touch. People who come to your events are key prospects to help with your next service project. Follow up information should be for up to six months.
17. Sponsor a local football team, golf tournament, netball team.
18. Present dictionaries to school leavers at the end of the academic year with a plate showing the Lioness Logo.
19. Put a photo frame on your stall showing details of groups / individuals helped and contact details.

We want to hear your club ideas which can be added to this sheet.