



# Connecting to Young Lions

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Your guide to service events and clubs  
that are attractive to Young Lions.



**Lions Clubs International**



# Ensure a positive membership experience

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## Getting Started

When approaching how to attract “younger” members to your club, first start by asking yourself the following questions.

### How am I defining “younger?”

If your club’s average age is 60 years old, consider working to invite more members that are around age 50. Starting with adding members slightly younger than your club members’ average age is a great way to begin building strong, multi-generational clubs! If your club is interested in inviting members approximately 40 years old and younger, then question your club’s attractiveness to Young Lions.

### Is my club attractive to Young Lions?

Positioning your club to appeal to prospective Young Lions, approximately ages 40 and younger, starts with understanding service interests that matter to them and being aware of their hectic schedules and communication preferences. Change is not always easy, but remember, if you’re not changing, you’re not growing!

- While your club provides essential service to your community, young new members offer perspectives that can help identify additional service needs, both locally and globally.
- A Lion’s stage of life often determines the amount of time they have available for special interests and social events. Be mindful and respectful of schedules that may be vastly more limited than your own, especially those attending college or parents of young and teenage children.
- Be open to inviting younger members to form a club branch. This will provide Young Lions an exciting opportunity to feel they are part of your club while meeting independently and focusing on service initiatives they are passionate about. Learn more about club branches at [lionsclubs.org/club-branch](https://lionsclubs.org/club-branch).
- Each generation has communication and networking preferences that are unique to their environment and stage of life. For example, Young Lions prefer to communicate digitally via text messaging and are active on social media. It is advantageous for you and your members to keep these preferences in mind when trying to reach a new, younger member base.

### Does my club offer a pathway to leadership for Young Lions?

Before you plan to invite young members, make sure that your club is ready to support and develop their leadership potential.

- Be open to new ideas and allow Young Lions to lead service events and meetings in their own unique way. The more opportunities people are given to have an active voice, the more drive they’ll have to stay in your club.

## Recruit Young Lions through service

The Lions Clubs International motto is “We Serve” — and there’s no better way to attract members than to show Lions in action! Use the following tips to help plan your next service event in a way that will be attractive to prospective Young Lions.

### Plan your event

- Start your recruitment with a service event, not a meeting.
- Find out what is important to young people in your community.
  - ▶ *Perform a Club and Community Needs Assessment to understand issues that matter to them. You can download this assessment at [lionsclubs.org/service-toolkit](https://lionsclubs.org/service-toolkit).*
  - ▶ *Speak directly with young community members — this shows them you care as much as they do.*
- Plan a hands-on, family-friendly event that addresses a need important to young people in your community. Visit [lionsclubs.org/family-membership](https://lionsclubs.org/family-membership) to discover ideas to plan your next family service event with the Family Membership Program.
- Invite a variety of young people, such as local college students, neighborhood groups, parent groups, young local professionals and younger colleagues from your workplace.
  - ▶ *Use social media to attract young people; meet them on their level!*
- Make sure that all your events are fun, energized and dynamic — young people prefer active service events!
- Ensure that there will be tangible outcomes so that everyone feels they have contributed to making a positive impact.

### During your event

- Start on time, with a brief orientation beforehand.
- Supply enough tools and materials for everyone to be engaged.
- Engage younger people in the service and not just the “heavy lifting” and clean-up.
- Take pictures of everyone you invited.
- Thank everyone and ask them how they enjoyed being “a Lion for the day.”

### After your event

- Share pictures you took on social media.
  - ▶ *Facebook is great, but get comfortable using other social media platforms that Young Lions use, like Instagram and Snapchat. Your event attendees will enjoy sharing the posts and getting likes from their friends, along with your global network of Lions.*
- Remember to follow up and invite prospective Young Lions to join you for another service event. Encourage them to bring friends and family members; your club’s capacity to serve — not just meet — will attract more people.



## Enhance the experience of your meetings

People join Lions clubs because they are passionate about service, so it's important to ensure service is your club's central focus — even in meetings. The following tips can help you run effective meetings that keep Young Lions engaged and excited about your club, while also keeping sight of your club's main goal: to serve.

### General meeting tips

- Start and end meetings on time, and be aware of the limited time of parents of young and school-age children.
  - ▶ *If the meeting is scheduled for an hour and goes over that time, make it known and allow members to leave if they must.*
- Keep meetings brief and efficient.
  - ▶ *Officers and committees can meet separately before or after the club meeting. The most successful clubs keep their meetings to an hour or less.*
- Schedule time at the beginning of each meeting for new ideas.
- Make service a part of every meeting.
  - ▶ *Celebrate your service accomplishments. Show photos and share thank you notes. Plan easy service tasks that can be completed during meetings.*
- Consider online meetings when possible, or allow members to join live meetings by using an online platform.

- Do not serve formal meals. Snacks are welcomed, but plan social events, such as formal meals, separately from your meeting.
- Have a plan to keep club members' children occupied.
  - ▶ *Assign someone to help with homework, lead coloring/craft projects, or lead school-age children in planning a service event for local children in need. Visit [lionsclubs.org/family-membership](https://lionsclubs.org/family-membership) to explore helpful ways to guide and mentor children in your club with The Family Cub Program.*
- Create excitement about upcoming events and celebrate each member's contributions.

### Involve Young Lions

- Allow Young Lions to help lead and run the meeting.
- Use the social media skills of your club's Young Lions to promote service events and reach out to prospective Young Lion members — their networking and social media knowledge is a great benefit to your club!
- Ask Young Lions about service initiatives that are important to them.
- Allow Young Lions to plan service projects that they are passionate about.



## Lions Clubs International

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