



# Just ask!

## Quick tips for effectively recruiting new members

### 1 Prepare Your Club.

Without proper preparation, your club's recruitment efforts will not be as effective as possible.

- » Decide what your club would like to accomplish and how new members will help achieve this.
- » Develop a member recruitment team that can focus on all aspects of member recruitment.

### 2 Create your club's growth plan.

Develop an action-oriented plan that clearly outlines your recruitment efforts.

- » Determine who you will be recruiting.
- » Determine where you will focus your recruiting efforts.
- » Gather the materials you will need for your outreach.
- » Set and promote your informational meeting.

### 3 Implement your growth plan.

- » Reach out to target members as outlined in steps one and two.
- » Host your informational meeting.
- » Follow up with meeting attendees.
- » Review your growth plan and adjust timelines if necessary.

### 4 Welcome new members.

- » Conduct an induction ceremony.
- » Ensure that new members are properly onboarded.

## Don't forget to get your new members involved!

People join Lions Clubs International to serve—make sure that your new members are involved in ways that align with the reasons they joined your club.



For details on each of these steps, as well as additional tools and resources your club can use for successful member recruitment, download the complete **Just Ask! New Member Recruiting Guide** from the Resource Center at [lionsclubs.org](https://lionsclubs.org).

