

Target Marketing

Recruit Members of a Common Interest Group into Your Club

Concept: Target Marketing involves seeking out a special interest group to become members of your club or form their own Lions club. This allows the group to expand their horizons into new service opportunities, while still maintaining the bonds that initially brought them together. By becoming a part of Lions Clubs International, the group can continue promoting their interest, and have the additional value of being part of the world's largest service club organization.

Steps to Success:

- 1) **Examine Your Club:** Do you have an existing group of members who are bonded together by a common interest outside of the Lions club? (See the list of potential common interest groups at the end of this publication.) Is it a large enough group to charter their own Lions club? If so, approach them and determine their interest. They may jump at the chance to form their own club, or they may be content to stay in their present club. If they want to stay in your club, offer them the opportunity to pursue a special service or fundraising activity. (You may adapt the concept of "Club Within a Club" for the special interest group.)
- 2) **Look Outside Your Club:** Identify special interest groups in your community that would benefit from well-established service activities conducted by a network of members extending worldwide and having the outstanding reputation of Lions clubs. Show them how membership in Lions Clubs International could help the groups reach their own community-oriented goals. See the list of common interest groups at the end of this publication for ideas.
- 3) **Follow Recruitment Procedures:** When recruiting new individuals, even when they are in a group, you should follow standard recruitment procedures. Since membership into a Lions club is by invitation only, properly screen potential members using acceptable, legal standards, keeping in mind the guidelines of the Lions Clubs International Standard Form Constitution and By-Laws.
- 4) **Hold Informational Meetings:** Conduct an informational meeting(s) with the group, just as you would with individual prospective members. Emphasize the benefits of belonging to the world's largest service club organization and the synergy of Lions clubs with their group. Discuss membership options with the group – would they like to join an existing club or form their own club?
- 5) **Induct Members or Charter a New Club:** Depending on the results of the informational meeting(s), begin procedures to induct the members of the group into your club or charter a new club. All standard membership forms and charter applications must be filled out. To help you charter a new club, order a New Club Extension Kit from the New Clubs and Marketing Department at International Headquarters at 630-571-5466 extension 306, by fax at 630-571-1691 or e-mail and newclubs@lionsclubs.org. If there

aren't enough members of the special interest group to form their own club, consider forming a Club Branch. To order a Branch Builder Kit, contact the New Clubs and Marketing Department.

Common Interest Club Ideas

- Merchant's Association
- Computer Groups
- Retirees
- Ethnic or Cultural Group
- Sports Clubs (cycling, hiking, skiing, dance, golf. etc.)
- Parenting Groups (single parents, adoptive parents, parents of youth sporting group, parent-teacher organization, etc.)
- Grandparents club
- Travel Group (tours, RVs, etc.)
- Photography/Videography Club
- Business Cooperative Club
- Media Cooperative Club
- Agricultural Club
- Book Club
- Chess Club
- Car Club
- Professional Groups (health care, education, business, etc.)
- Card Club
- Craft Groups (scrapbooking, quilting, stitchery, painting, pottery, etc.)