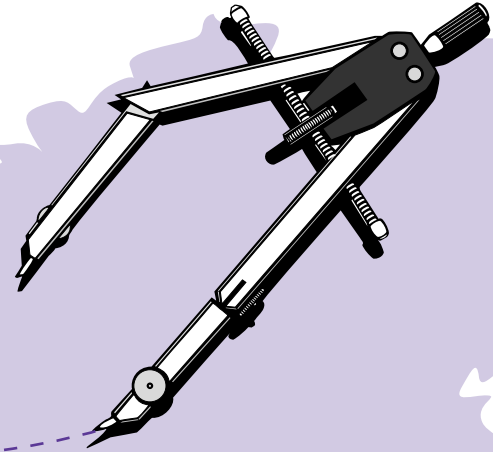


Developing Action Plans For Recruiting New Members

(A Workshop)



BUILDING OUR FUTURE TODAY

WORKSHOP GUIDELINES

GOAL

The overall goal of this workshop is to develop a written action plan for the recruitment of members. You will determine how you will accomplish this objective. The important thing is to make sure — with or without visual aids — that you and your fellow Lions have a common understanding of the great importance and practical benefits of membership growth. To accomplish this you must accurately assess your members' dedication, motivation and knowledge of Lions clubs. This common understanding then becomes the reference point or anchor for your entire workshop. It provides you with unwavering credibility and leverage in asserting yourself.

ROLE OF THE FACILITATOR

As the facilitator, you are responsible for providing the structure of the workshop, keeping participants on track and using your allotted time effectively. You are also responsible for maintaining a positive atmosphere so that participants feel comfortable providing ideas.

PARTICIPANTS

The ideal number is 10 to 15 participants. If there are more than 20, certain adjustments and compromises will have to be made with the curriculum.

TIME (for 20 participants)

This workshop, including two 15-minute breaks, will take approximately four to five hours to conduct. You may choose to expand or shorten the program to meet your time requirements.

EQUIPMENT AND MATERIALS

This workshop will require a flip chart on an easel (often two flip charts are better), an overhead projector, and round or classroom-style tables. Although these items are ideal for workshops, you could substitute chalkboards or other visual aids.

PRINCIPLES OF THE WORKSHOP

This workshop is designed with the following principles in mind:

- A. Lions learn best by actively participating, rather than just listening to a lecture.
- B. Lions learn best and respond more positively to a workshop when they have:
 1. Opportunities to realize what they really need to learn.
 2. Opportunities to discover things by themselves.
 3. A warm and open relationship between themselves and the trainer.
- C. Much of the important knowledge and understanding of recruiting members is already possessed by the Lions at this workshop, but needs to be clearly expressed, analyzed, made cohesive, and then reinforced by actual application.
- D. Full participation. Always keep in mind the needs and expectations stated by your attendees. If feasible and appropriate, remain flexible and address their expectations during the course of the workshop.



CURRICULUM GUIDE FOR RECRUITMENT WORKSHOP

- 1) Help your Lions feel mutual trust, helpfulness and freedom of expression among themselves and between you and them. (30 min.)

Warmly greet each participant before the workshop begins and again during your opening comments. Include any special observers. Make announcements about meals, smoking, breaks, etc. (3 min.)

To further accomplish this objective, direct your Lions to form pairs and obtain the following information from each other: name and club name; his or her definition of an "ideal member"; and what each expects from this workshop. (6 min.)

Ask each Lion to stand behind his or her partner and introduce the Lion to the group, giving the information just learned. (1 min. for each Lion)

NOTE: You may want to use variations of this method, especially if there are more than 20 Lions.

- 2) Make sure each Lion understands that the overall purpose is to develop a written action plan to recruit members. Explain the importance of plan development and implementation. Stress the importance of putting their plans to work. (15 min.)

Give your Lions a motivational explanation of why both you and they are here today. Explain the importance of the attendee's role to the overall future of Lions clubs. (3-5 min.)

Using a flip chart or overhead transparency, explain the goal to develop an action plan. (3 min.)

Referring to a flip chart or overhead transparency, read and comment briefly on each agenda item. (5 min.)

- 3) Reaffirm the value of increasing membership. Explain how members affect the future of our organization. (10 min.)
- 4) Have your group describe an ideal member. (35 min.)

Ask your participants to take two minutes to individually brainstorm a list of the overall characteristics (at least seven) of men and women who would make ideal Lions. (2 min.)

Ask them to form small groups (four to six Lions) to discuss their individual lists and then, by consensus, to select seven characteristics which the group believes are the most important for Lion service and fellowship. (10 min.)

Finally, ask each group to select a spokesperson to read the group's list. As this is done, list each item on a visual aid. Then ask the entire group to prioritize, by voting, the top seven characteristics. Afterwards, prominently post a neat flip chart which lists the top seven characteristics. Entitle the flip chart: "An Ideal Member Is.." (15 min.)

NOTE: After you have completed this objective, you may want to broaden it by stimulating a full group discussion with these questions:

1. Can we really be sure of a member's ability until it is tested in action?
2. Is your club of sufficient quality to attract and keep an ideal member?
3. Is it the club's responsibility to develop ideal members?
- 5) Have your Lions recognize the progress they have made. (5 min.)

Make a few encouraging but specific remarks about what your Lions have accomplished so far.

15 MINUTE BREAK

Developing Action Plans for Recruiting New Members

6) Develop a list of recruitment strategies. (20 min.)

Ask your participants to take two minutes to individually brainstorm a list of techniques they have used to recruit members. (2 min.)

Then ask them to form small groups (four to six Lions) to discuss their lists and then, by consensus, select the five most effective ways to recruit ideal members. (10 min.)

Finally, ask each group to select a spokesperson to read the group's list. As this is done, list each item on a visual aid. Then ask the entire group to prioritize, by voting, the top five recruitment methods. Afterwards, prominently post a neat flip chart which lists the top methods. Entitle the flip chart: "Methods for Recruiting Members." (8 min.)

7) Have your Lions successfully practice recruiting an ideal member. (50 min.)

Give a presentation on some known and established facts about membership recruitment. (You will probably want to use various LCI materials on membership to help you prepare for this presentation.) (5 min.)

Ask for six volunteers to "role-play" in front of the group. Using a flip chart with directions, tell your Lions to mentally prepare for the following roles:

a Lion recruiting a neighbor whom he or she perceives to be primarily interested in helping others (5 min.)

a Lion recruiting a civic official whom he or she perceives to be primarily interested in achievement (5 min.)

a Lion recruiting a business associate of the opposite sex whom he or she believes is primarily interested in leadership status (5 min.)

a Lion recruiting someone who is not at all familiar with the Lions organization. (5 min.)

NOTE: Although role-playing is an appropriate learning method to accomplish this objective, you may want to use a variation of it if you believe your Lions are well experienced in membership recruitment or have engaged in similar role-playing at another workshop.

Now ask for a volunteer to enact a three-minute role-play with you in which you will do everything wrong in recruiting a prospective member. Advise the volunteer that he or she is not to yield too easily to being recruited. After the role-play, facilitate a group critique of the role-play. Then ask for another volunteer to take your place and to enact a proper recruitment. (15 min.)

Each participant pairs with a partner and role plays simultaneously at various room locations. (5 min.)

NOTE: It is important that you do the following immediately after all the role-playing is done:

solicit candid statements from the group about how it felt doing the role-playing

ask the Lions how they might apply role-playing to recruiting members

8) Help your Lions to understand the self-imposed barriers to recruiting members. (20 min.)

Ask your Lions to state some emotional and psychological factors which can prevent a person from asking another person to join a club. List these factors on a flip chart. You may want to prepare your own handouts. (10 min.)

Then ask the group how each barrier can be overcome. List this information next to each factor and post the flip chart on a wall or chalkboard. (10 min.)

9) Help your Lions make a plan for the future. (15 min.)

Direct each Lion to develop his or her own action plan, which should have five to ten items. (10 min.)

Hand out a copy of the attached action plan form.

"What I Can and Will Do To Recruit New Members"

Ask for two or three volunteers to read their action plan. (5 min.)

10) Make sure that your Lions recognize the progress they have made. (2 min.)

Make encouraging but specific remarks about what your Lions have accomplished so far.

15 MINUTE BREAK

11) Make sure that both you and your Lions clearly understand that the workshop objectives have been accomplished. (40 min.)

Show the original flip chart of the workshop agenda and briefly comment that each item or objective has been accomplished. Do the same for the workshop needs and expectations stated by the Lions at the beginning. You may also see a need to explain why any inappropriate or unreasonable expectation was not addressed. (3-5 min.)

Ask for volunteers to state the most important thing they have discovered during the workshop and how they will apply it to real life. (10-20 min.)

Finally, give the following closing comments:

- Briefly review the most important workshop conclusions.
- (if necessary) Point out the strengths that were displayed and make suggestions to remedy any weakness displayed.
- Suggest printed materials, such as books or handouts you may have prepared, for continued learning about recruitment.
- A positive closing. (10-15 min.)

NOTE: Sometimes if a high-ranking Lion is present, this individual may deliver the final comments after the trainer gives his or her comments.

●●●●●●●● END OF WORKSHOP ●●●●●●●●



RECRUITMENT ACTION PLANS

What I Can and Will Do To Recruit New Members.

SPECIFIC ACTION	DATE I WILL START	DATE THAT I WILL COMPLETE THIS ACTION
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

LIONS CLUBS INTERNATIONAL CURRICULUM EVALUATION FORM

(Completed by the facilitator)

Date of workshop: _____

Name of Facilitator: _____

Multiple District: _____ District: _____ Club Name: _____

Type of workshop: Multiple District District Club

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Check the box below to note how strongly you agree with each of the following statements:

	Strongly Agree	Agree	Disagree	Strongly Disagree
Participants gained knowledge of recruitment ideas that were new to them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The workshop motivated participants to carry out their action plans.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The workshop will help them recruit members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

.....

What were the top seven characteristics of an ideal member:

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | |

What were the top five recruiting techniques:

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | |

How could the curriculum be improved? _____

Other comments and suggestions? _____

Please return to: Lions Clubs International, Marketing Department
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Thank you for your help!



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