



MARKETING IDEAS

Light up your club



Are you keeping a secret?

Possibly!

And you may not even know it!

Many of your neighbors (people we like to refer to as prospective members) may not be aware of your club's achievements and may have very little knowledge of the Lions organization. To gain new members, the prospects must become aware of the benefits that the club brings to the community and perceive your club as effective, easily approachable and worth investigating.

Below is a list of 25 marketing ideas to help you broadcast your message and increase your club's visibility. If an idea does not fit your club's operations, modify it to match your needs.



Exhibit Marketing

- 1 Exhibit Booth**—Sponsor an exhibit booth at the next health fair, community festival or home show. Feature photographs of club projects and provide membership information to attendees.
- 2 Exhibit At Your Local Mall**—Showcase an exhibit that displays photographs and descriptions of club activities at a local mall or shopping center. Provide information about the next project and invite people to participate.
- 3 Information Table at Your Next Project**—Place an information table at the location of your next project to let the public know the project is sponsored by your Lions club and invite them to take part in the project.
- 4 Build Your Prospect List**—Hold a raffle for people who stop by the exhibit and leave their name. Add the names to your mailing list and inform them of ways that they can become involved in club activities. Be sure to keep the list up-to-date!



Advertising

- 5 Advertise in the Local Newspapers**—Place an ad in the local paper to let your neighbors know about your club and who to contact for more information.
- 6 Point-of-Purchase Display**—Ask the owners of local businesses if they will allow the club to place brochures in a holder near the cash register to let your community know about your club.

7

Radio—Invite a local radio station to broadcast from your next special event or request that the station broadcast one of Lion Clubs International's public service announcements. Public service announcements are available from the Public Relations & Production Division.

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Billboards—Post ads on billboards to promote the club.

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Yellow Pages and Service Directories—Place the telephone number of your club in the yellow pages and other service directories so that your club is easy to find. If you do not want to use a member's personal telephone number in the listing, consider buying an additional line that goes to an answering machine or "voicemail" box.

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Television Commercials and Public Announcements—Ask your local cable company for air time. Public service announcements are available from the Public Relations Division.

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Develop a Web Page—Promote your club on the Internet. Make sure your club name is reflected in your URL address and include your E-mail address.



Group Presentations

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Audio-Visual Presentations—Lions Clubs International has a large selection of audio-visual presentations (both videos and slides are available through the Club Supplies Division) that spotlight a wide variety of topics. Offer to show them to groups such as the PTA, community interest organizations, and others that may be interested in joining.

13

Personal Presentations—Offer to speak during community events and other forums that involve community leaders and concerned citizens. Explain how Lions have helped the community and outline the service projects that they currently sponsor.



Personal Contact

14 One-on-One Recruitment—Meet with a prospective member individually to inform them of the club. Invite them to take part in the next meeting or club project.

15 Telemarketing—Get a list of the people who may benefit from a specific program (for example, the names of people who live near a park that will be enhanced or a stream that will be cleaned) and call them on the telephone to let them know what the club is doing for their community. Invite them to take part in the project.



Direct Mail

16 Letters—Develop a mailing list of people who have participated in previous projects and others who you would like to recruit. Mail them a letter explaining what the club has done and ask them to contact you if they are interested in attending a meeting.

17 Multiple Mailings—Research shows that most people require multiple contacts before they respond. Use a variety of mailings, including your club newsletter, announcements and the materials available from International Headquarters. Plan to mail to each prospect on a regular basis.

18 Club Newsletters—Mail a special edition of your club's newsletter to prospective members, outlining the club's accomplishments and announcing plans for the future.

19 Announcements—Send announcements explaining a special activity to the people who will benefit from the program and other interested parties. Invite them to take part in the project and find out more about the club.



Membership Campaigns

20 Lions Clubs International Contests—Make the most of the campaigns developed by Lions Clubs International by planning a special event and motivating people to participate. These campaigns include the October Membership Growth Award and the Legacy of Lions Campaign. Make announcements at your meeting and include reminders in your club's newsletter. Offer your own club award to winners.

21 Club Contest—Develop your own club contest or challenge a neighboring club to recruit new members. Give the winners free meals at meetings and exclusive recognition at a special event or an important meeting.



Retention

22 Community Needs Assessment—Conduct a Community Needs Assessment (available from International Headquarters) to discover new projects that will bring exciting new challenges to your club. Invite former members to participate.

23 Keep Former Members on Your List—Send your newsletter and other announcements to former members to keep them up-to-date on club activities. Invite them to club events and include them in volunteer opportunities.

24 Monitor Member Activity—Monitor member involvement to identify the members who may be "at risk." Watch for inactivity, which may mean that they have lost interest, do not feel valued or have other difficulties. Talk with them one-on-one to offer assistance and let them know that they are important.



Quick Market Research

25 Conduct a New Member Needs Appraisal—Identify what motivated each new member to join and help them work toward their goals. Conduct research to uncover their talents and skills and help them become a valued member by matching them with responsibilities that they will find rewarding.



Bonus

26 Conduct an Exit Interview—Your best prospects are your former members. Conduct an exit interview to uncover why they left. If a problem is identified, work to resolve it so that it does not affect other active members. Continue to recruit them by keeping them on the mailing list and maintaining contact.



BONUS!!!

Pull it Together- Write a Marketing Plan



STEPS TO DEVELOP A SUCCESSFUL MEMBERSHIP MARKETING PLAN

Step 1: Identify Your "Target Markets"

A "target market" is the audience or group that you plan to reach. Consider the following groups (just to name a few):

| | | | | |
|----------------------|----------------|-----------|---------------------|---------------------|
| Member Referrals | Family | Friends | General Public | Community Leaders |
| Nonmember Volunteers | Retired People | Educators | Business Associates | Program Benefactors |

Step 2: Review and Analyze Previous Programs

Collect information on previous membership programs. Scrutinize the effectiveness of each program and discuss ways in which they can be improved. Be sure to include the effective programs in your new plan.

Step 3: Chart Your Strategy

Choose a target market and then outline how your club will approach each group. This can be done using a variety of methods. Usually, a combination of approaches is more effective. Make sure that you include the techniques mentioned in this brochure.

| Market | Strategy | Action Plan |
|----------------------|-------------|--|
| General Public | Radio | Broadcast from special event |
| Nonmember Volunteers | Direct Mail | Send special edition newsletter |
| Nonmember Volunteers | Direct Mail | Mail announcement of an annual project |

NOTE: Solicit each target market using several different techniques.

Step 4: Allocate a Budget

Review your written plan and identify items that will have a budget impact. Outline the expenses and estimate the cost for each project, then obtain approval for each expense item. Attach the written budget to your plan.

Step 5: Delegate

Appoint a member to be responsible for each item outlined in your written plan. Explain their responsibilities and the time frame in which results are expected. Make sure they know the details of their responsibilities and provide training if needed.

Step 6: Follow-up

Request a status report at each meeting to monitor the progress of the program. Consult with committee members privately if you suspect any problems. Solve problems and offer support as soon as possible to keep the program on track. Monitor the results and note changes that should be made in future programs.

Share Your Successes! We want to hear from YOU!

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