



Club Within a Club

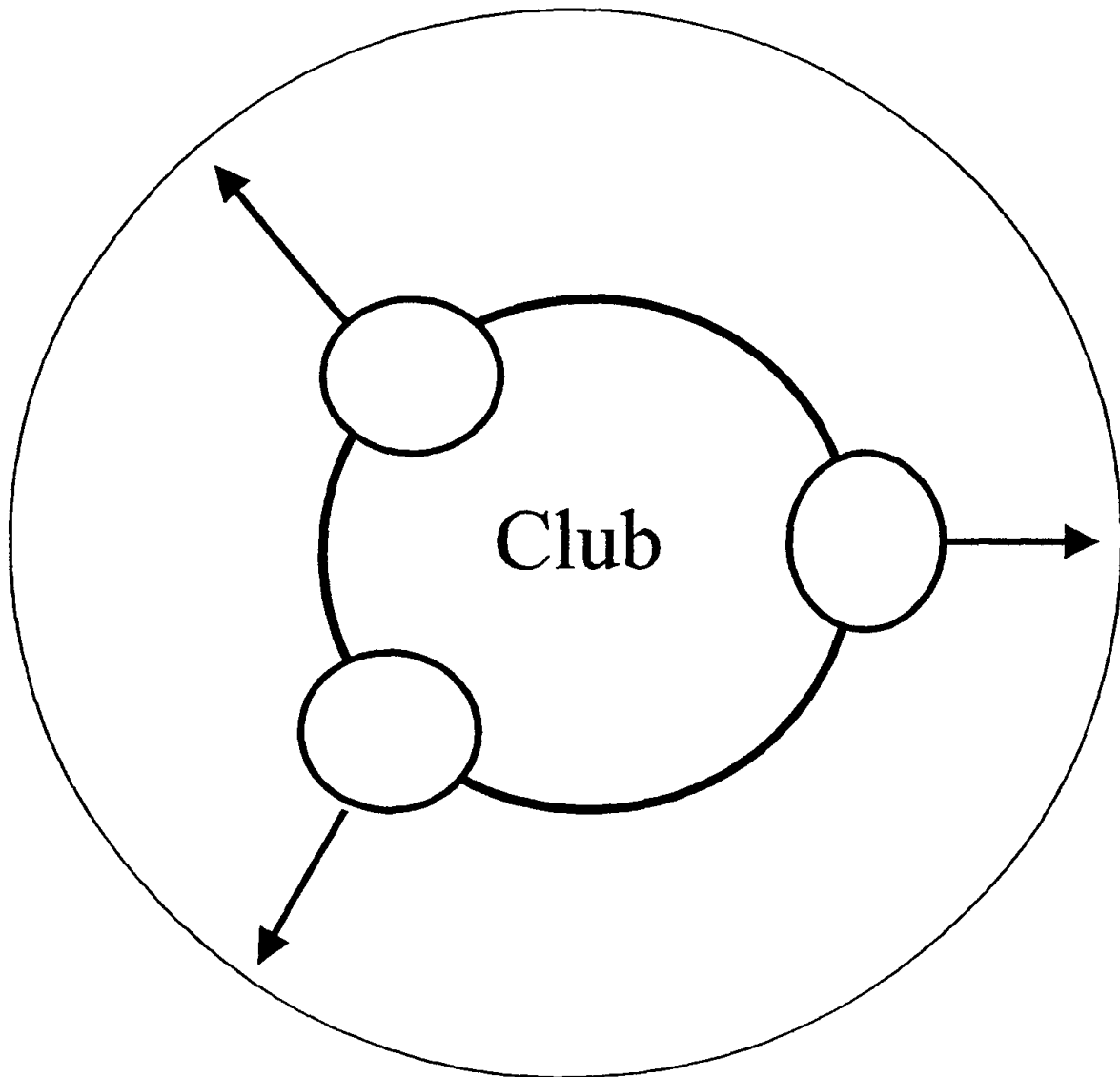
Spark Enthusiasm Among Younger Club Members

Concept. Forming a **Club Within a Club** allows a small group of new, younger club members to pursue their own service activities and fundraising projects. This helps build their enthusiasm for Lions and increase their involvement, as well as presenting a new recruiting opportunity for your club.

Steps to Success:

- 1) **Form the Group:** Encourage three or four new, younger members to form a group and develop new service activities and fundraising projects. The guide "Making it Happen," available from the New Clubs and Marketing Department at International Headquarters, is an excellent tool to help with community needs assessment and project development. To order a copy, contact the department by telephone at 630-571-5466 extension 306, by fax at 630-571-1691 or by e-mail at newclubs@lionsclubs.org. It may also be downloaded from the Publications and Logo Library on the Lions Clubs International Web site at www.lionsclubs.org.
- 2) **Choose a Chairman:** This new group will operate like a committee. Select a chairman to give monthly progress reports during club meetings and to lead the group to their fundraising and service activity goals.
- 3) **Recruit Additional Members:** Encourage the group to invite their interested peers to become part of the club. One approach is to initially ask non-Lions to only participate in the project, hoping to pique their interest in becoming a full-fledged club member.
- 4) **Form More Groups as Needed:** As additional younger people become involved with the club, more "clubs within the club" can be formed. This will allow small groups of members to develop ownership and pride in the projects they pursue.
- 5) **Form New Lions Clubs:** As more groups are formed, they can be made into a standing committee of the club, or "spun off" into a club of their own. Community minded adults that are age 35 and under can form a New Century Lions Club. For more information about New Century Lions Clubs, contact the New Clubs and Marketing Department at International Headquarters by telephone at 630-571-5466 extension 522, by fax at 630-571-1691 or by e-mail at newcentury@lionsclubs.org or visit the Membership section of the Lions Clubs International Web site. If the group is interested in becoming their own club, but they don't have the minimum number of members required, consider forming a club branch. (It is even possible to form a New Century Lions Club branch - combining elements of both programs!) Contact the New Clubs and Marketing Department to obtain a Branch Builder Kit.

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Growth in service projects and membership
as **Clubs Within A Club** expand