



Recruiting Wheel

An Excellent Tool for Recommending New Members

Concept: Some people are not comfortable asking others to consider becoming a Lions club member, even if they wholeheartedly believe in the benefits of membership and want to share the experience with others. By using a prospecting list, all club members can participate in generating leads, but the actual recruiting can be done by individuals who truly enjoy asking others to become Lions. An effective method for creating a list of potential members is the **Prospecting and Recruiting Wheel**.

Steps to Success:

- 1) **Create Lists:** At a regular club meeting, distribute prospecting and recruiting wheels and/or prospecting lists to each member (see examples). For each category on the wheel, have an experienced Lion ask the group **"Who is the one?"** *Example: Who is the one relative in your family you feel would like to make a contribution to improve the community?* Give club members a brief time to think about their choices and fill out the prospecting list as thoroughly as possible.
- 2) **Collect Lists:** When all categories on the wheel are completed, collect the prospecting lists and give to the Membership Chairman.
- 3) **Assign Prospects:** The Membership Chairman will review the lists and assign prospects to each designated recruiter. It is a good idea to limit recruiters to approximately five prospects each.
- 4) **Tabulate Results:** After recruiters have contacted their prospects, results should be tabulated into categories - people interested in joining now, people interested in joining later and those who are not interested in membership. Names of those interested enjoining later or not at all should be filed for future reference. (Remember to follow up with those interested in joining at another time!)
- 5) **Hold Orientation Meeting:** Using the list of interested individuals, an orientation meeting can be scheduled with the Membership Chairman, recruiters and interested prospects. During the meeting, acquaint potential members with your club and its goals and build enthusiasm for joining the club. Keep the meetings interesting, lively and informative. You may want to plan a few orientation meetings so as not to overwhelm prospects with a great deal of information. It is also wise to respect potential members' time, and limit the duration of the meetings to about an hour.
- 6) **Introduce New Members:** After the orientation meetings, introduce prospects to your club and begin the involvement process. It is especially important during the first meeting that your club's atmosphere is welcoming and inviting. You want to make sure that your recruiting efforts aren't wasted by turning off potential members during this last, critical step. Properly inducting, orienting and involving members will go a long way in keeping them involved and interested in your club!

Lions Club Membership Prospecting List

Club Name: _____ Nominator: _____ Date: _____

I. Relative

Name: Occupation:
 Address: Marital Status: # of Children:
 City, State and Zip Code:
 Length of Time in
 Community:
 Phone: (business) (residence)

II. Professional Person

Name: Occupation:
 Address: Marital Status: # of Children:
 City, State and Zip Code:
 Length of Time in
 Community:
 Phone: (business) (residence)

III. Job

Name: Occupation:
 Address: Marital Status: # of Children:
 City, State and Zip Code:
 Length of Time in
 Community:
 Phone: (business) (residence)

IV. Church

Name: Occupation:
 Address: Marital Status: # of Children:
 City, State and Zip Code:
 Length of Time in
 Community:
 Phone: (business) (residence)

V. Neighbour

Name: Occupation:
 Address: Marital Status: # of Children:
 City, State and Zip Code:
 Length of Time in
 Community:
 Phone: (business) (residence)

VI. Friend

Name: Occupation:
 Address: Marital Status: # of Children:
 City, State and Zip Code:
 Length of Time in
 Community:
 Phone: (business) (residence)

VII. Other Civic or Social Organization

Name: Occupation: # of Children:
Address: Marital Status:
City, State and Zip Code:
Length of Time in
Community:
Phone: (business) (residence)

VIII. Some With Whom You Do Business

Name: Occupation: # of Children:
Address: Marital Status:
City, State and Zip Code:
Length of Time in
Community:
Phone: (business) (residence)

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