

NOTE: Add resource links when appropriate.

Thank you for taking the first step to rebuild, refocus and revitalize your club!

This process will help you, your club members, and district volunteers work together to discover new ideas, recruit members and become visible and a valued part of your community. *Don't be afraid to try something new!* By building a team, building a vision, building a plan and building success, there is nothing your club can't accomplish!



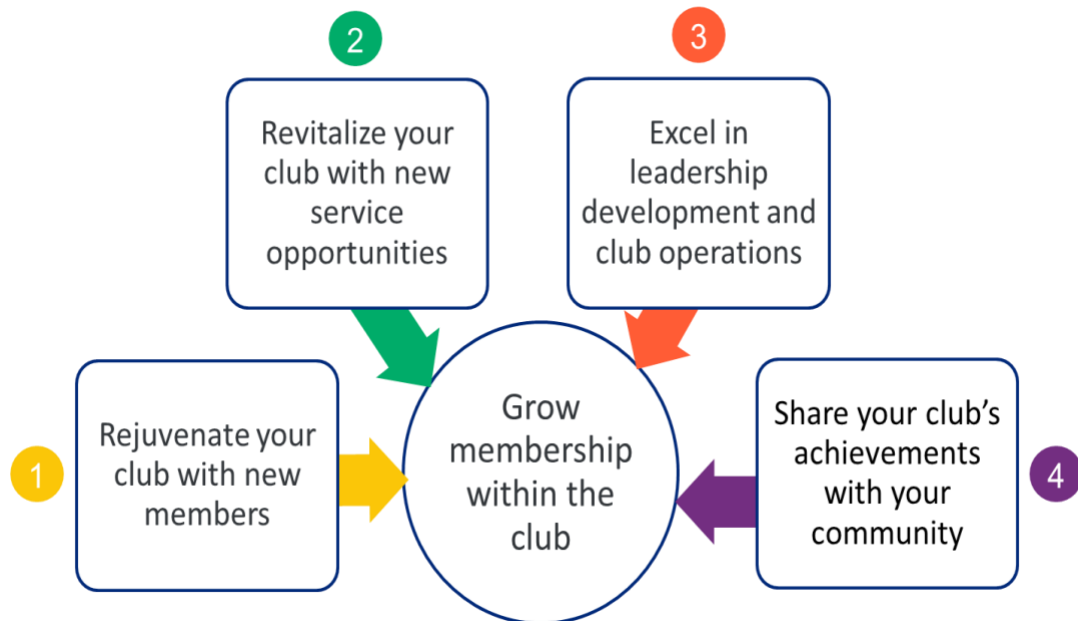
STEP ONE: Build a Team

Inventory these key roles to determine if additional support is needed to fully support the club. *These people should attend meetings and receive communication so they can fully support the plan moving forward.*

Officer/Key Chairperson	Has in place	Has a successor	Vacant – fill with existing member	Vacancy – fill with a new member	Vacant – fill with a borrowed officer	Temporary Supported by District Volunteer
In the Club						
President						
Vice President						
Secretary						
Treasurer						
Membership Chairperson						
Service Chairperson						
Marketing Chairperson						
Other Leaders:						
Outside Support						
Guiding Lion (if needed)						
Zone Chairperson						
Other Leaders:						
Non-Lions resources						

NOTE: In the case of a vacancy – One of the quickest ways to become operational is to bring in an officer from a nearby club as a transfer member or ask a district volunteer to help. This Lion can serve until a replacement is found.

STEP TWO: Build a Vision



Once the team is formed, host a meeting to discuss the opportunities and needs of the club by conducting a SWOT analysis.

Side box: A SWOT analysis is a strategy used to help 1) leverage strengths 2) manage weaknesses 3) identify opportunities and 4) minimize impact of threats the club can't control. For more information on SWOT visit **Learn** in your Member Portal and review the *Introduction to SWOT Analysis*.

Below are a few sample questions (specifically designed for struggling clubs) to get the conversation started, but feel free to use your own based on the club's unique situation.

Side bar: If conducting a full SWOT Analysis seems too much, you can streamline the process by identifying Strengths, Weaknesses and Opportunities.

REVITALIZE YOUR CLUB WITH NEW SERVICE OPPORTUNITIES:

While membership is usually the first step to consider, when rebuilding a club, start with service to help motivate members to recruit and provide an event to invite potential members to. Nothing inspires members more than a visible meaningful project!

Strengths: Does the club have existing projects, a rich history, member connections with potential projects or a special interest? What is the club's unique ability to provide service to the community?

Weakness: How can it be improved? Does the project lack public participation, too few members to support it, or maybe it is no longer as relevant as it once was?

Opportunities: Is there an opportunity to try new projects? What community needs could be addressed? Who would be interested in these projects, and would they make great Lions? Club service that is hosted by nearby club.

Threats: Is there anything outside the club's control that needs to be considered that would threaten the project?

Leverage Our Strengths	Mange Our Weaknesses
Take Advantage of Opportunities	Minimize Impacts of Threats

REJUVENATE YOUR CLUB WITH NEW MEMBERS:

Next, discuss the club's current and potential membership recruitment ability. Think about the service projects and who might be interested in supporting them.

Strengths: What does the club do well in the area of recruiting new members and getting them involved in club activities quickly? How can the club become more visible?

Weakness: Can the recruitment effort be improved? What needs to be done to get new members, are existing members happily engaged in club activities?

Opportunities: What opportunities exist to recruit members? Can social media usage be expanded? Does the club host visible service projects that can be promoted to potential members? How can the club find and recruit service minded people in the community? Who would be interested in the service provided?

Threats: Is there anything outside the club's control that would impact its ability to recruit members?

Leverage Our Strengths	Mange Our Weaknesses
Take Advantage of Opportunities	Minimize Impacts of Threats

EXCEL IN LEADERSHIP DEVELOPMENT AND CLUB OPERATIONS:

Focus on both how the operation of the club meets the member's needs and the healthy development and succession of new leaders.

Strengths: What is working in the area of meetings, club management, and member leadership skills?

Weakness: What improvements can be made to the meeting format, communication, event planning or club operation to improve the member experience, have fun and attract new members?

Opportunities: Is there an opportunity to change the meeting style, frequency, location or format to appeal to more members? Is the club developing and/or recruiting potential new leaders?

Threats: Is there anything outside the club's control that could impact the way the club operates?

Leverage Our Strengths	Mange Our Weaknesses
Take Advantage of Opportunities	Minimize Impacts of Threats

SHARE YOUR CLUB'S ACHIEVEMENTS WITH YOUR COMMUNITY:

Focus on communication within your clubs and how to reach potential members.

Strengths: What achievements does the club have to share with the public? What connection does the club have to social media, traditional media (newspapers, flyers) and other ways to reach the public?

Weakness: How can the club's marketing efforts be improved? What is needed to communicate to potential members?

Opportunities: What new opportunities exist to communicate club achievements to the community and encourage membership? Does the club have a complete email list of all members to keep them informed? Does the club have a website?

Threats: Is there anything outside the club's control that would limit communication?

Leverage Our Strengths	Mange Our Weaknesses
Take Advantage of Opportunities	Minimize Impacts of Threats

STEP THREE: Build a Plan

Now that the development team has taken an inventory of Strengths, Weaknesses, Opportunities and Threats, use the information to Build a Plan:

Revitalize the Club with New Service Opportunities

The Importance of Service:

Start with service!! It will make recruiting much easier and more effective if you have a meaningful project or event to invite the potential member to attend.

Here are a few sources to find viable projects:

- Existing projects – Are there projects and events the club currently sponsors that are meaningful and should be continued? Take the opportunity to reinvent projects that could be enhanced to bring excitement and enthusiasm into the club.
- Local leaders – Reach out to schools, first responders (police, fire, others), local government officials and agencies that serve the disabled (to name a few) to see what is needed. Include them in planning to gain their support and expertise (and maybe members too!)
- New and prospective members – Ask for their input to increase recruiting and engagement of new and potential members. Encourage new members to recommend and lead new projects.

YOUR SERVICE PLAN

Name three short-term projects the club can manage with its current team to give the club visibility.

Project	Description	Member(s) leading the effort

If needed, use the Action Plan Sheet (on page ____ for each project)

For more on managing projects effectively, go to _____

Rejuvenate Your Club with New Members

Be Ready to Recruit!

The club will need to market itself effectively. This can be done by recruiting an effective Membership Chairperson and Marketing Chairperson or finding a member within the district or region can lend their expertise. Care should be given to make filling this position a priority. Before any event, have your recruitment plan in place.

Recruiting tips: For more recruiting see the Just Ask Guide

Social Media -- Social media has become a critical communication tool and a way to reach the public. Be sure to have someone dedicated to posting opportunities for the community to get involved.

Get Noticed! – Find and get approval to post items on community Facebook, Instagram, other social media sites and websites that non-members visit as well as your club’s site and actively encourage people to share your post! Always post action pictures.

Before the Event	During the Event	After
Announcements	Take pictures - post during event	Post results with photos
How people can get involved	Live Stream	Recognize participants
		Announce next event
		Include meeting information

Website -- If the club does not have a website, consider using the e-clubhouse offered by LCI. Make sure it is always up-to-date so the club appears active.

Traditional Marketing -- Don’t forget the local newspaper, radio station, road signs, and posters in popular locations in town. All these can raise the visibility of the club and encourage non-member involvement! City limit sign and a sign at the location the club meets (with meeting time, location and contact information) are a must!

Personal Referrals -- Develop a list of prospective members by asking members to name friends, family and business associates who might be interested in the project and the club. Include referrals from Lions and people outside the club as well. Develop a robust email/mailling/text list and continue to communicate club activities and events that might interest them. Personal referrals are the most effective way to recruit new members!

Like Minded People -- As the club determines which project to launch as part of the rebuilding initiative, think about the people or groups who would be interested in its success and how they might be reached. This could include advocate groups, parents, or others, who might want to be involved in your project and your club. Many of these groups have newsletters and other means of communicating the event to their members.

Onsight Recruiting -- Have brochures and business card (with meeting information, projects descriptions, benefits of membership and QR code) and membership applications at every club event. Capture contact information from interested people to add to the club’s prospect list.

Create a Prospect List and Keep Recruiting -- Often members don’t join right away, keep them interested by creating a prospect list so they receive future announcements and meeting invitations.

For more information regarding effective marketing strategies, see:

YOUR RECRUITING PLAN

Actions that need to be taken to improve recruiting:

Action	What needs to be done	Member(s) Leading Effort
Social Media		
Website		
Personal Referrals		
Traditional marketing		
Personal Referrals		
Like Minded People		
Onsite Recruiting		

Excel in Leadership Development and Club Operations

Make sure the club is operating in a way that attracts new members and encourages Lions to seek leadership roles.

Make the club attractive to new members:

Key Questions to ask:

Is meeting or event should welcoming and inviting?

Are new members greeted and encouraged to sit with members?

Is there an agenda and is the meeting focused to make sure time is well spent?

Are meaningful service projects or events planned to effectively engage new and potential members?

Is the meeting time convenient. Consider online options inf needed?

Is the location comfortable and popular with the members you intend to recruit?

Will meetings be too expensive for new and potential members?

Will the meeting be effectively communicated? (email, text, Facebook, etc.)

Is there a reason you would not invite a friend, family or colleague to your club meeting?

(See Your Club, Your Way for more ideas!)

YOUR CLUB IMPROVEMENT PLAN

Identify and address needed improvements.

Improvement	What needs to be done	Member Leading Effort

YOUR MEMBER ENGAGEMENT PLAN

Engage existing, new and prospective members in club activities

Start with existing members and (as they are recruited) add new members to open roles and continue to mentor them.

Name	Club Officer	Future Club Officer	Program Lead or Chair	Interest in project or leadership role	Other Notes

YOUR LEADERSHIP DEVELOPMENT PLAN

Track open positions that need support

List key positions (President, Secretary, Treasurer, Membership Chairperson, Service Chairperson or Marketing Chairperson) that needs support and list sources of outside support.

Position	What needs to be done	Team Member Leading Effort

For more on how to improve club operations, see Manage Your Club webpage, Club Quality Initiative and the Club Troubleshooting Guide.

Share Your Club’s Achievements with the Community

Communicate to recruit and keep member’s engaged! Your communication strategy needs to be a continuation the club’s recruiting strategy.

Use the checklist below to inventory and assess areas that may need improvement.

- Keep every member aware of club programs and events so they can participate.
- Keep prospective members aware of club programs so they can get involved.
- Post information on social media frequently to keep community engaged.
- Post on non-Lion community sites to publicize club events and projects.
- Keep club website up-to-date.
- Others: _____

YOUR CLUB’S COMMUNICATION PLAN

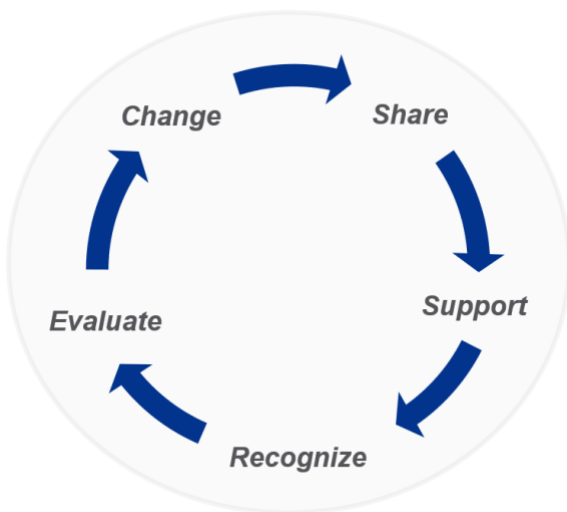
List what is needed to showcase the club’s activities to the community and future members.

Action	What is to be done	Members Leading Effort

STEP FOUR: Build Success

Rebuilding a club is a process, use the chart below to track the progress in each category.

	Plan Status				Outcome		
	Not Started	Drafted	In process	Complete	Success	Partial Success	Not a Success
Step One:							
Build a Team							
Step Two:							
Build a Vision/ SWOT Assessment							
Step Three: Build a Plan							
Service Plan							
Recruiting Plan							
Club Improvement Plan							
Member Engagement Plan							
Leadership Development Plan							
Club Communication Plan							
Adjustments							
Adjustments							
Goals Reached!							



Ongoing Program Adjustments

Not everything will go to plan, but celebrate success and make adjustments for plans that could have had better results

Plans that were a success!	How we celebrated!	Who we recognized

Plans that need more work	Adjustments needed	Members leading the effort

You Did it!

Your Success Story

Give your Club Credit -- Excellence Award