

## **Tips on a Successful Virtual Membership Drive**

- 1. Look at your club from the out side in. Think about your successes and focus on those. Sounds simple, but don't overlook those things that are same old, same old to you but will be appealing to those thinking of joining your group.**
- 2. Choose the right host. The leader of the virtual event must have a good understanding of whatever format you choose, Zoom, Facetime, etc. Just like an in-person event, you must have a dynamic member to keep the train on its tracks!**
- 3. Have a promotion plan. Every successful event must have people attending, make a plan to target your potential members. Create event pages on social media, post on local message boards, call in to local radio community billboards and don't forget a good old fashioned flyer can go a long way! Don't forget the correct contact info so they can get in touch to sign on.**
- 4. Work up a general format for your event. Make sure you have facts and information at the ready to answer any questions your potential members might have about your club and LCI as a whole. Select a few Lions that would like to share their story on why they joined or why they continue to be a Lion.**
- 5. Stick to your timeframe! This is so important! Show that you are an organized club and that you value the time of everyone as much as you do your own. This shows respect and dedication and makes the impression you want.**
- 6. BE SURE TO FOLLOW UP! Virtual meetings require contact emails so don't forget to use that list to send out thank yous and follow ups to those that attended. Find out if they were sparked or if they have more questions you can answer. Hopefully it will be a door that is opened for sending links to LCI information and even sign up forms!**