



# Recruiting in a New Way

New Approaches to Old Problems



# Recruiting

- What is recruiting?
- Why do we recruit?
- When do we recruit?
- Who should we recruit?
- Where/how should we recruit?



**We Increase  
Our Numbers**





# What's a **GOOD** Recruit Look Like

**ALMOST...**



**Lions Clubs International**

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# What's a **BAD** Recruit Look Like



Lions Clubs International



# Recruiting

- Club member recruiting
- Project recruiting
- Partnership recruiting
- Fundraising/sponsorship recruiting





**Define your club in one sentence.**

- We are a specialty club serving children in need/biking club/chess club?
- We are a club that meets physically/virtually/hybrid.
- Our focus is sight/hunger/etc.
- We are a dinner/social club vs. service club





# SWOT ANALYSIS





# Time for Change?

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Your Club, Your Way!





# Recruiting

Every person has value and can do something to help us

We are a service organization first and an elite club second.

We work with the community to meet their needs

We work with our members' limitations

We capitalize on our members' strengths and talents

We are a specialty club, serving children in our county

Cafeteria-style volunteerism: help when/where you can

More hands make light work

We are a club for family, generations working together



**Lions Clubs International**



A photograph of a cafeteria-style food service area. In the foreground, there are several trays of food, including what looks like fried items, salads, and small portions of meat and vegetables. The trays are arranged in a long line, and the food is displayed under a glass cover. In the background, there are more food items on shelves and a blue vending machine with a Pepsi logo. The overall atmosphere is that of a typical school or community cafeteria.

# Cafeteria-style volunteerism

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- Pick from numerous options
  - Eat what you take
- Don't go through the line and not pick up anything
- We'll ask you what needs to be on the menu otherwise





## Elevator Pitch

- Be brief and concise (30 secs to a minute TOPS)
- It should be short enough to commit to memory. Go back to your club definition and SWOT to create.
- What makes you DIFFERENT?
- Extend an invitation/call to action





# Elevator Pitch

I belong to a Lions Club that specializes in projects that benefit children, and are inclusive to people of all physical, mental, and emotional abilities. We are great for families because we welcome you to bring your family or participate in our meetings online from your home. We do projects in each of the Lions Global causes: Sight/Hearing, Hunger, Environment, Diabetes, and Childhood Cancer. There's something for everyone! We also encourage cafeteria-style volunteerism, so you do not need to feel obligated to participate in everything. You are welcome to attend any meeting as a guest to see what we do!

## Now what?





# Continue the pitch!

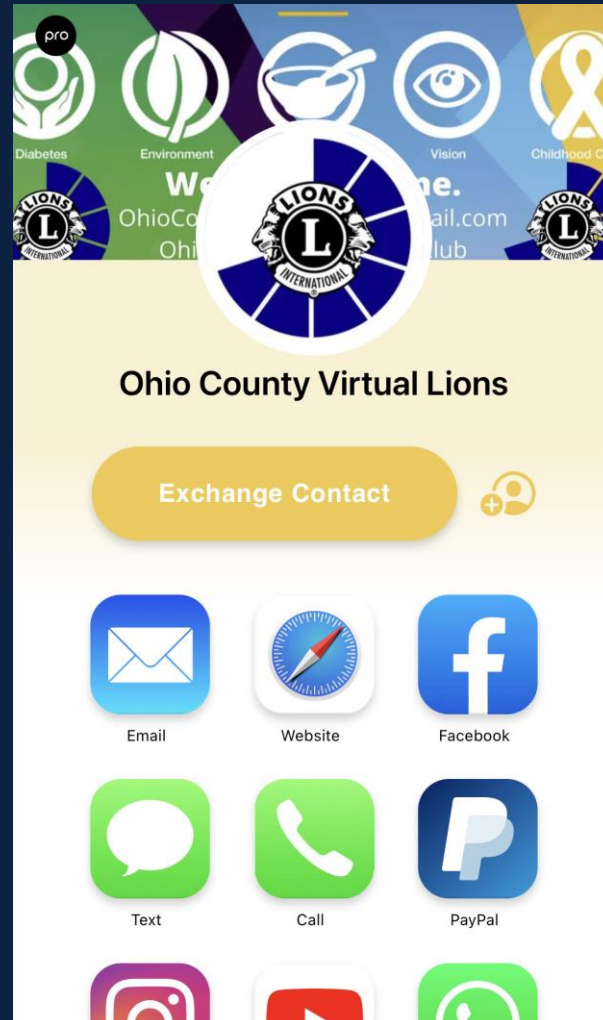


Let's Keep In Touch

Ohio County Virtual Lions  
ohiocountyvirtuallions@gmail.com  
ohiocountyvirtuallions.club

We Serve  
Children of Ohio County

Our Identity is Service



Ohio County Virtual Lions

Exchange Contact

Email Website Facebook Text Call PayPal



## The benefits of being a Lion

Becoming a member of the Ohio County Virtual Lions Club benefits your community and you.

### • Make a difference

There are over 48,000 Lions clubs around the world. Each one is filled with people like you who've decided to take action and serve others. Collectively, Lions make a global impact through their community service.

### • Serve with pride

Lions feel a great sense of satisfaction from doing well have the opportunity to give your time, share your change lives.

### • Build your network

As a Lion, you develop relationships with the people service. You can also network with Lions in your district just like you!

### • Gain Lion credibility

There are Lions in over 200 countries and geographic that comes with being part of a global organization.

### • Develop new friendships

Feel a sense of belonging with the other members world. Through the MyLion App, you can connect and internationally.

### • Show your leadership

As a Lion, you gain access to our online learning and skills. You will also have the opportunity to lead with your personal and professional life.

### • Receive global support

Every Lion and every club is supported by a global the Lions Clubs International Foundation (LCIF), with of Lions, empowering their service and addressing

Visit [weserve.org](http://weserve.org) to see how becoming a Lion can

**INTERESTED IN JOINING US?**  
[See information on reverse...](#)

**OHIO COUNTY VIRTUAL LIONS CLUB**  
Making Lions more accessible in Ohio County

Like us on Facebook  
Phone or text: (304) 370-4902  
<https://OhioCountyVirtualLions.club>  
[OhioCountyVirtualLions@gmail.com](mailto:OhioCountyVirtualLions@gmail.com)

### What is a "virtual club"?

A Virtual Lions club relies heavily on phones and computers to communicate with its members and publicize its projects to the community. The club establishes a presence in a virtual space to plan, coordinate, and execute club activities. Serving with a virtual club is a great option when individuals are **pressed for time, restricted by geographic proximity to a club, or have limited mobility**. Being "tech savvy" is not a requirement! We will meet you at your level of familiarity with the various technology options – even if that is limited to phone calls and texts. We plan events through optional virtual meetings to increase attendance at the in-person service projects! **OCVLC** was the 16th virtual Lions club chartered in the United States – and remains the only one of its kind in West Virginia!

### What is a "specialty club"?

Lions Clubs International have five global causes: **Sight/Hearing; Hunger; Childhood Cancer; Diabetes; Environment**. In addition to these missions, a specialty club adopts a focus that reflects a common interest or passion of its members. A specialty Lions club brings together volunteers with a shared vision of how to best serve their local community.

### What is the specialty cause of the Ohio County Virtual Lions Club?

**OCVLC** is focused on **the children of Ohio County**. Many of our projects are centered on our children: food insecurity, wellness, literacy, education, anti-bullying, leadership development, positive uses of technology, and playgrounds and recreational spaces for children of all abilities, to name a few. We believe that investing in our children is how we can best serve our community.

### What are the obligations of members of the Ohio County Virtual Lions Club?

There is no requirement to attend a meeting – ever! That said, the format of our business meetings makes them an attractive alternative to the traditional club meeting! **OCVLC** asks only one thing of its members - that you **serve in your own way and be as active as you choose to be**. Individuals pay dues of \$30 every 6 months – that's \$5 a month to gain access to grant opportunities and other resources of the largest service organization in the world, while serving in your local community! Fees are discounted for spouses and families from the same household.

**OCVLC** was designed with a sincere appreciation for its members' busy lives and many other obligations.

**If you have a desire to serve,  
we have a place for you with the Ohio County Virtual Lions Club!**



**Lions Clubs International**

<https://poplme.co/ocvlc>



# Take it to EVERY event! Everywhere you go is a recruiting opportunity!

No. 3821675  
Lion since 2013



OHIO COUNTY VIRTUAL LIONS

## MATT RAFA

////////////////////

### Our Global Causes



Sight/  
hearing



Hunger



Childhood  
Cancer



Diabetes



Environment

### We Serve



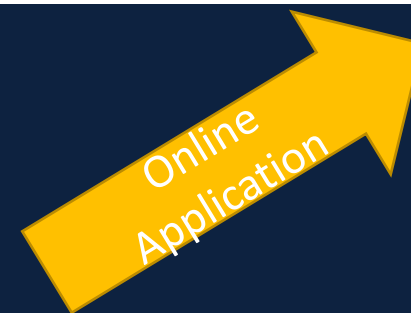
[http://bit.ly/  
virtuallions](http://bit.ly/virtuallions)



Children of Ohio County



[http://bit.ly/  
joinvirtuallions](http://bit.ly/joinvirtuallions)



Lions Clubs International



# Recruiting

We chartered with 34 members!!

Recruitment started months before

- How does one recruit without anything to show?
- Established clubs can showcase their results.

Recruit on ideals/goals if you are new or getting re-established after inactivity

Recruit on successes if you have something that speaks to the heart.

Develop an elevator pitch





# Causes that speak to the heart

- ▶ What is the project you can get excited about and what's the cause that you have linked it to?







diabetes community

family sight

need childhood cancer

environment cafeteria style volunteerism

disaster relief














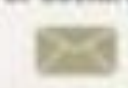
hunger



# A Deeper Look at The Generation Gap



## Talking a different language

Formative experiences	<b>Maturists</b> (pre-1945) Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women 	<b>Baby boomers</b> (1945-1960) Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated 	<b>Generation X</b> (1961-1980) Fall of Berlin Wall Reagan/Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises 	<b>Generation Y</b> (1981-1995) 9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth 	<b>Generation Z</b> (Born after 1995) Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks 
Attitude toward career	Jobs for life 	Organisational - careers are defined by employees	"Portfolio" careers - loyal to profession, not to employer	Digital entrepreneurs - work "with" organisations	Multitaskers - will move seamlessly between organisations and "pop-up" businesses
Signature product	Automobile 	Television 	Personal computer 	Tablet/smartphone 	Google glass, 3-D printing
Communication media	Formal letter 	Telephone 	E-mail and text message 	Text or social media 	Hand-held communication devices
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online - would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced



## ■ Gen Z

Born '95-2012  
Currently age 7-24

## ■ Millennials/Gen Y

Born '80-'94  
Currently age 25-39

## ■ Gen X

Born '65-'79  
Currently age 40-54

## ■ Baby Boomers

Born '46-64  
Currently age 55-73

## ■ Greatest Generation

Born '45 & before  
Currently age 74+

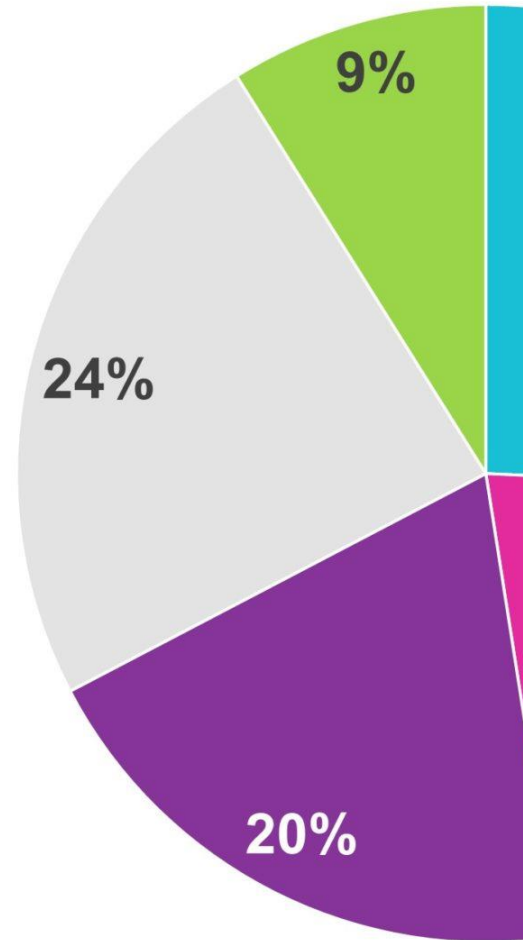
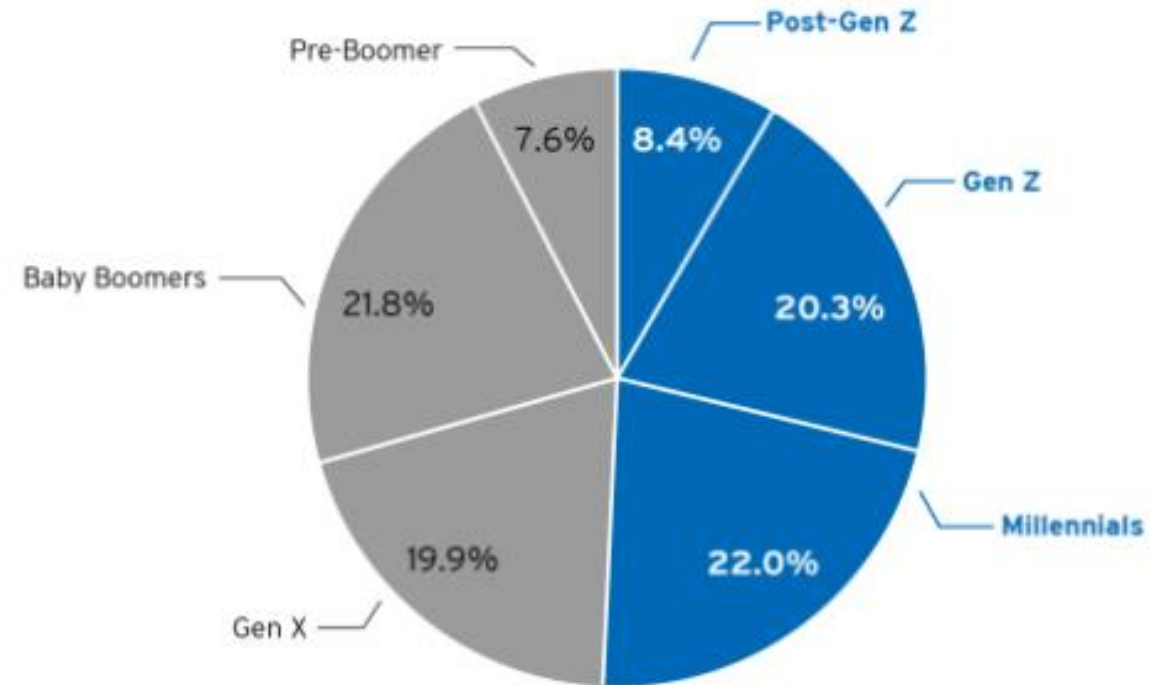


FIGURE 2

### Share of US population by generation



Numbers pertain to July 1, 2019

Note: Birth years are as follows: Post Gen Z (2013+), Gen Z (1997-2012), Millennials (1981-1996), Gen X (1965-1980), Boomers (1946-1964), Pre-Boomer (1945 and earlier).

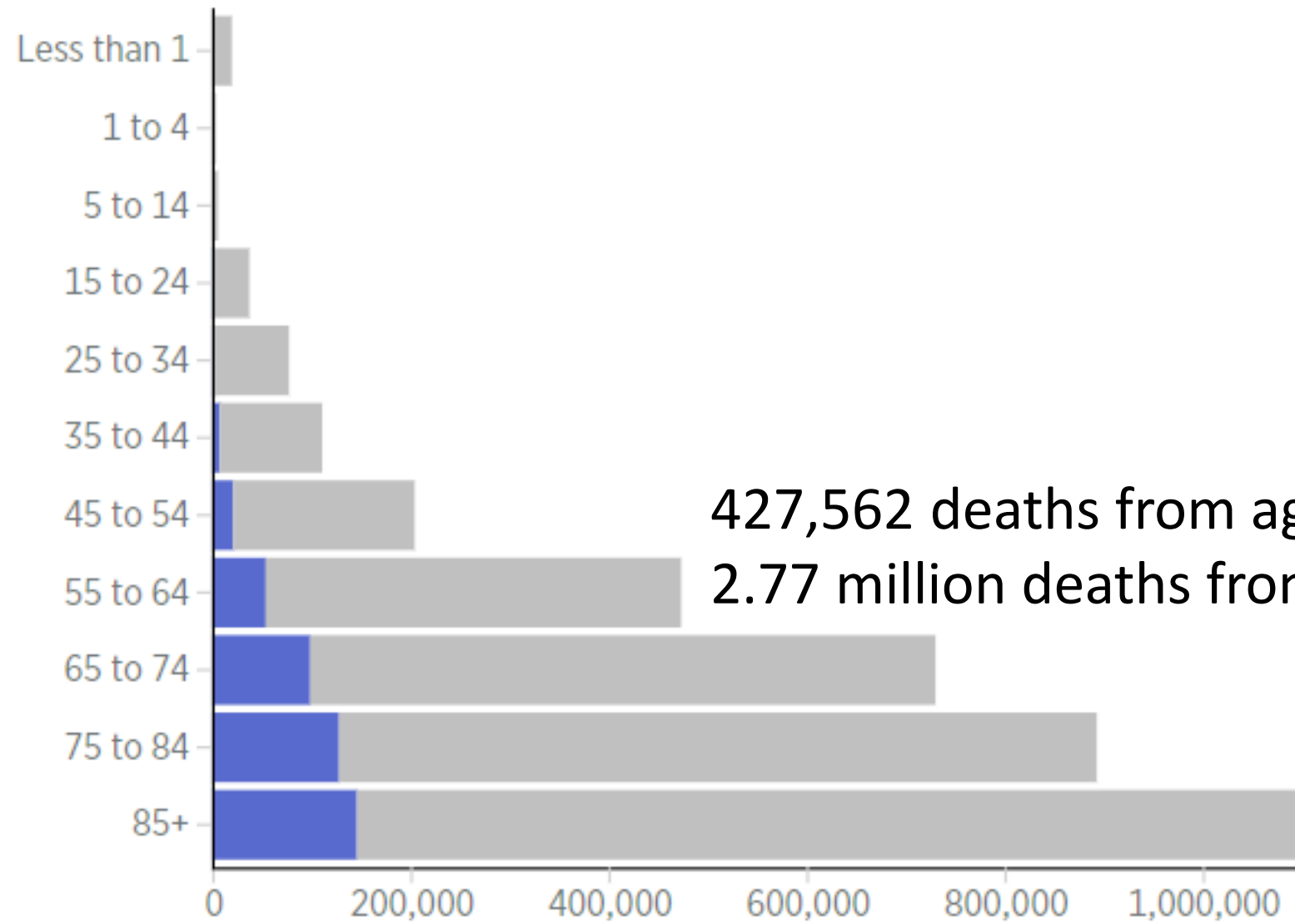
Source: William H. Frey analysis of Census Bureau population estimates released June 25, 2020.

**B** Metropolitan Policy Program  
at BROOKINGS





## Age in years



427,562 deaths from age 55-up (COVID)  
2.77 million deaths from age 55-up (total)

COVID-19 All other causes





# Millennials and Older Workers Have Many of the Same Career Goals

## PERCENTAGE OF RESPONDENTS WITH THE FOLLOWING LONG-TERM GOALS





# Let your members be your best advertising



“

*I enjoy participating in community projects that my children would enjoy. I want to be involved with like-minded individuals who also want to give back to their community, and I found that with the Ohio County Virtual Lions.*

---

**JULIE RYAN**  
CERTIFIED PUBLIC ACCOUNTANT  
JOINED LIONS IN 2019



“

*I joined Ohio County Virtual Lions Club because I want to stay involved with my community and youth. I look forward to making a difference and building relationships to improve my community for future generations.*

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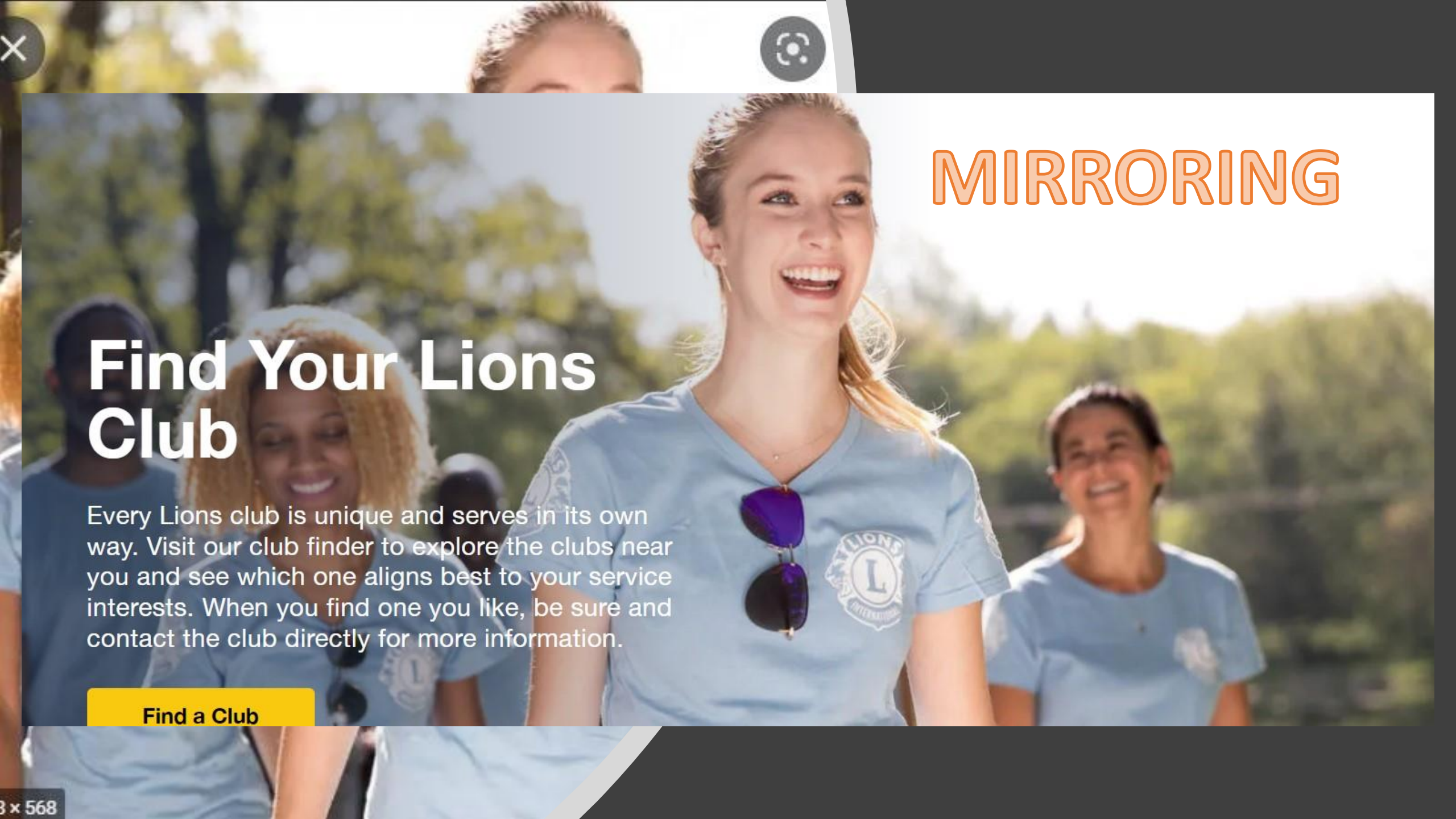
**ABBY BAKER, 26**  
COURT APPOINTED SPECIAL ADVOCATE  
JOINED LIONS IN 2020





Look the part





# MIRRORING

## Find Your Lions Club

Every Lions club is unique and serves in its own way. Visit our club finder to explore the clubs near you and see which one aligns best to your service interests. When you find one you like, be sure and contact the club directly for more information.

[Find a Club](#)



# RX WORK FOR THE PROFESSION YOU WANT BEFORE YOU GRADUATE

FREE MEMBERSHIP FOR STUDENTS AND FIRST PROFESSIONAL YEAR!

WEST VIRGINIA PHARMACISTS ASSOCIATION



Digital business card

## JOIN US...

### IN ADVOCACY

- 2019 Oral Contraceptive Prescribing (HB 2583)
- 2020 Pharmacy Provider Status (SB 787)
- 2021 Regulation of Pharmacy Benefit Managers (HB 2263)
- 2022 Easier Collaborative Practice (HB 4324)
- 2022 Drug Repository Program for Patients (HB 2817)
- 2022 Freedom of Choice for Patients (HB 4112)
- 2022 Advocated for Equitable Community Access to Pharmacists Services Act sponsored by WV Rep. David McKinley
- 2022 Advocated for DIR Reform with Rep. David McKinley
- 2022 Advocated for filling vacant Federal Trade Commission seat which led to the investigation of Pharmacy Benefit Managers (PBMs) with Sen. Moore-Capito
- Over a dozen joint letters of support to advocate for change in state/federal legislation in 2022

West Virginia is rich in its people, but healthcare is a challenge due to geographical, financial, and health literacy limitations. The role of the pharmacist in West Virginia is elevated because of this heightened need to reach more patients in more rural locations with healthcare providers. West Virginia NEEDS us, and WE NEED YOU!

We have a 115-year history of growing the role of the pharmacist, including passing legislation for immunizations, provider status, PBM reform, and more!

Your membership is crucial to fight for and protect your ability to serve. Wherever you plan to practice - Academia, consultant, independent, institution or chain retail - we are linked by our duty to our profession and our patients. We must stand together!

When we advocate for our profession, strength in numbers matters! We take the membership with us into every legislative battle to influence change so you can care for what matters most: your patients, your career, and your family.

Your ability to practice is most affected by what happens at a STATE LEVEL.



BE HEARD



Legislative Day 2022



STRENGTH IN NUMBERS

WV PHARMACISTS RECEIVED INTERNATIONAL ATTENTION FOR OUR DEDICATION AND COORDINATION DURING THE COVID-19 IMMUNIZATION ROLLOUT! WVPA LEADERS AND MEMBERS MADE IT HAPPEN!

Dr. Betsy Elswick, PharmD  
WVPA Member since 1997  
Past president, 2009-2013

Dr. Gretchen Garofoli, PharmD  
WVPA Member since 2010  
APhA Fellow 2022

GOVERNOR JIM JUSTICE RECEIVING HIS IMMUNIZATION FROM DR. CAPEHART ON TV



## JOIN US...

### IN ADVANCEMENT

- Mountain State Pharmacist Podcast
- Career Center
- Happy Hour Monthly Discussions
- Certifications
- Continuing Education
- Annual Meeting Programming

West Virginia PHARMACISTS Association

## CAREER CENTER

Resumé evaluations  
Professional services  
Job postings

Career tip:  
Participation in your state association looks great on a resumé or CV!

HAPPY HOUR West Virginia PHARMACISTS Association

## WE ARE A NATIONAL LEADER



### IN ASSOCIATION

Staying connected to WVPA gives you the most up-to-date information to help you prepare to practice at full scope of your education.

Networking with other WVPA members builds stronger pharmacists learning from one another.

We highlight our members to recognize our outstanding achievements and celebrate collectively. We are a group with shared understanding of the challenges of the profession.



CONNECTIONS MATTER



wvpharmacy.org/wvsop

## WE ARE STRONGER TOGETHER JOIN WVPA TODAY!

### CONTACT :

- (304)370-4143
- info@wvpharmacy.org
- 3110 MacCorkle Ave SE Room 3032B Charleston, WV 25301

wvpharmacy.org



Memberships available for:  
All Pharmacists (active and retired)

- Interns/students
- Technicians
- Corporate affiliates
- Academic affiliates

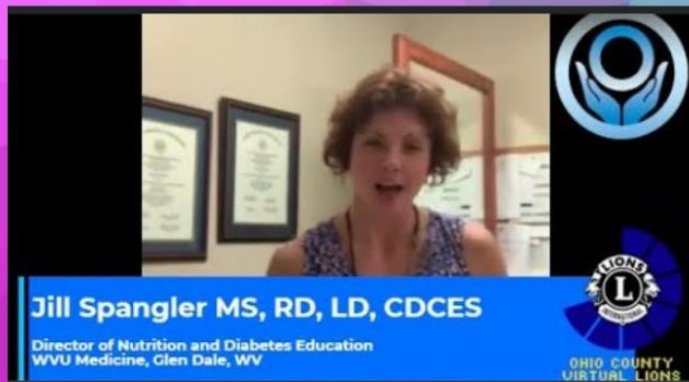
wvpharmacy.org/join-wvpa  
for non-student membership

FREE MEMBERSHIP FOR STUDENTS AND FIRST PROFESSIONAL YEAR!

Dr. Krista Capehart, PharmD  
WVPA Member since 2005  
Past president, 2014-2016







## #LIONSFIGHTDIABETES #WESERVE

- created a youtube series with diabetes prevention and management tips from health experts
- organized a diabetes screening event (postponed until 2021 TBD)
- holiday online fundraiser to benefit Juvenile Diabetes Research Fund



*Supporting our fighters,  
admiring the survivors,  
honoring the taken and  
never giving up hope.*



Ohio County Virtual Lions



*102 blankets sponsored/made for  
Ronald McDonald House (Morgantown)*

*Over \$1,900 raised for this year's  
blanket-making event (TBD)*

# And shout out your accomplishments!



# Marketing

- We advertise in every project we do, every fundraiser we have
- Every aspect of our club is a marketing angle



- Cafeteria-style volunteerism: not everything appeals to everyone
- Respect people's busy schedules and encourage participation at any level
- Partner with other businesses/organizations (TAG THEM!)
  - They are potential recruits (brainstorming time)
  - Their followers are now potential recruits





## Ohio County Virtual Lions Club

Published by Matt Rafa · December 9 at 1:07 PM ·

We've talked to a lot of you over the last 10 months about joining our team. If you've considered joining, but haven't made the leap of faith, now is the best time to sign up! Sign up before December 31st, and we'll waive your initiation fee (new member packet included - a value of \$35). Joining is easy, just click here: [ohiocountyvirtuallions.club/join](https://ohiocountyvirtuallions.club/join)

Have questions, we have answers!

[ohiocountyvirtuallions.club/MembershipFAQs](https://ohiocountyvirtuallions.club/MembershipFAQs)

We love what we do and how we do it. We are making an impact in the most challenging of times for many, but we can do so much more with YOU "sitting at the table" with your passions, skill sets, and resources. Don't see us doing something that you want to do, tell us! We are open to new ideas and new projects!

Still have unanswered questions? Message us here or call (304)370-4902 to get one of our members to help!

OCVLC Members, tag your friends who you have talked to and share with your friends on Facebook! [#weserve](#) [#childrenofohiocounty](#)

(Note: we understand that financially many are struggling right now. If you want to join but cannot afford it at this time, please reach out to us. We need your help more than your money.)

### Ohio County Virtual Lions



\$35 initiation fee  
waived until  
December 31st!

**Loading...**

**Come help us do more!**



Sight



Hunger



Environment



Diabetes



Childhood  
Cancer



2,082

People Reached

211

Engagements

Boost Again

Boosted on December 7 at 8:52 AM Finishes in 8 days

By Matt Rafa

People Reached 1.7K

Link Clicks 60

View Results

Want to make a difference in  
your community and beyond?

## The Ohio County Virtual Lions Club wants you!

Sight/Hearing  
Hunger  
Childhood Cancer  
Diabetes  
Environment

We serve the  
children of Ohio County





### Why did you join? (select all that apply)

Benefiting children of Ohio County (specialty)	19
Promised effective and fewer meetings (cyber)	13
Makes me feel included	12
Cafeteria-style volunteerism	10
Liked the projects I saw OCVLC doing	10
Approached by enthusiastic member	9
Includes/respects my family and family time	9
Understands my work obligations (cyber)	8
Makes me feel I'm really making a difference	7
Unpleasant experiences in another club/organization	5
Needed to find something productive to do during the pandemic	3
A specific global cause that means a great deal to me on a personal level	2

**Ohio County Virtual Lions**



28 respondents



# Reasons why people don't join

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1. "No one asked me"
2. "I don't have the time (work)."
3. "I don't have the time (family)."
4. **"I don't have the money."**
5. "I'm afraid of being asked to lead something. I'm not a leader."
6. Internal drama makes its way out to the public.
7. "Why do I have to pay to volunteer?"

**Do YOU have a rebuttal for each of these reasons?**





# Time

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- We have to stay committed to the idea that people can choose to participate at their own pace
- Give examples to recruits:
  - “Tom helps only on environmental projects. And that’s ok!”
  - “Carrie is tied up with work during tax season. We know she’ll help wherever she can.”
- If everyone gives a little, that’s a lot!
- “If you want something completed, give it to a busy person.”





# Money

Would you trade \$60/year to have a contributor to your projects?

- What about in-kind contributions to the club valuing over \$60
  - Contractor \$50/hour
  - Web designer \$75/hour
  - Dietician \$35/hour





# Example

- \$217.50 in ONE DAY
  - > DUES
- \$1166.51 in less than a YEAR!
  - >>>> DUES





# Example

- Member owns web company
  - He provides:
    - Web storage
    - Security
    - Maintenance
    - Troubleshooting
- Savings of hundreds/thousands of dollars to hire someone to do these things for us!





Lions Clubs International

# Scholarship for Service

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Can we benefit from the person's talents/work more?

Is it worth OUR GOALS AND MISSION to pay their dues than to pay them as an outside contractor to do the work for us?

Must have clearly-defined boundaries (just like a work contract)

SCHOLARSHIP  
APPLICATION





# Trial membership

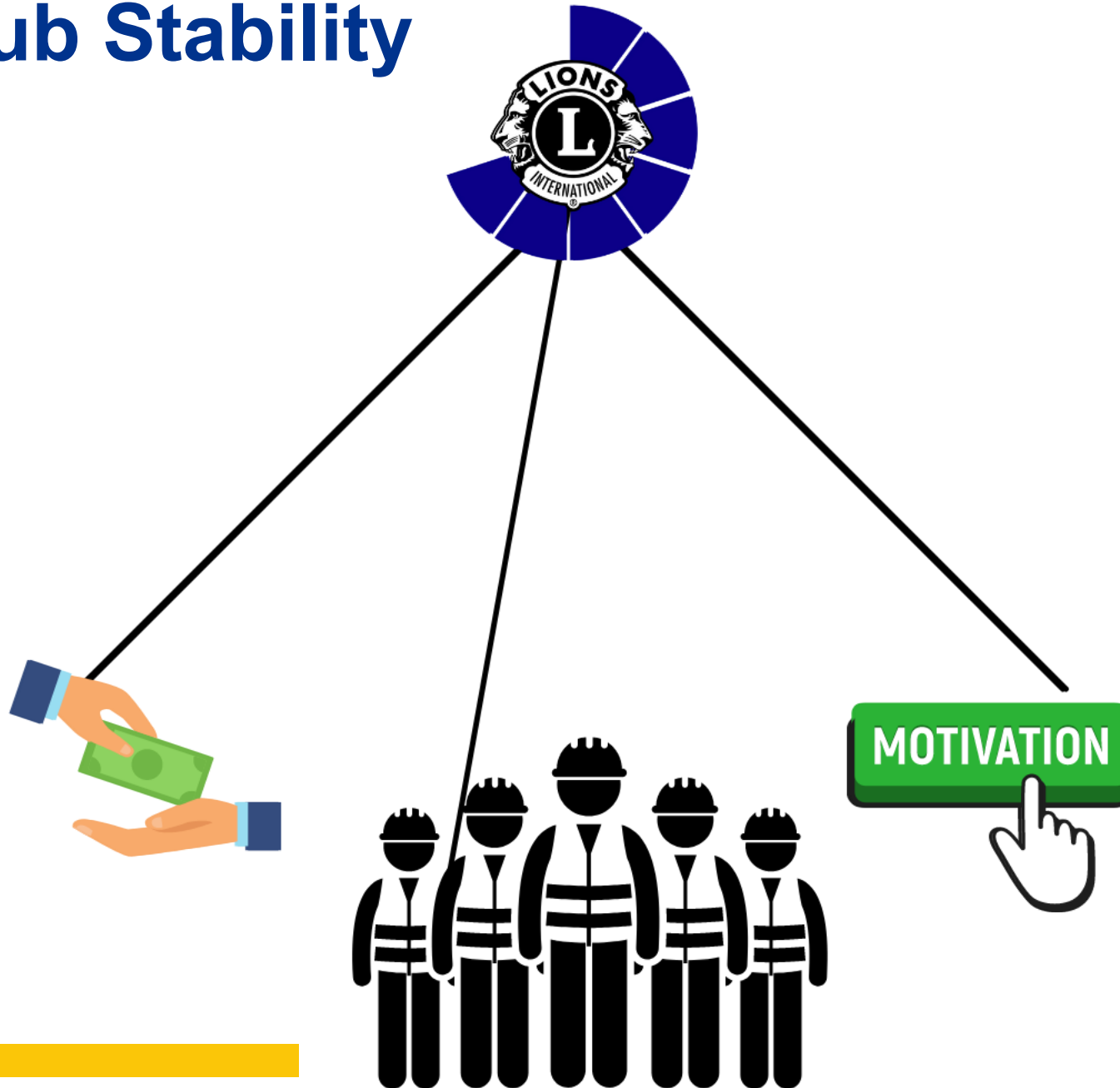
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- In occasions where we want our partners to have a seat at the table or be more involved
- Think: trial gym membership
  - Get them in the door and let them experience the benefit and see the value
  - Volunteerism = runner's high?



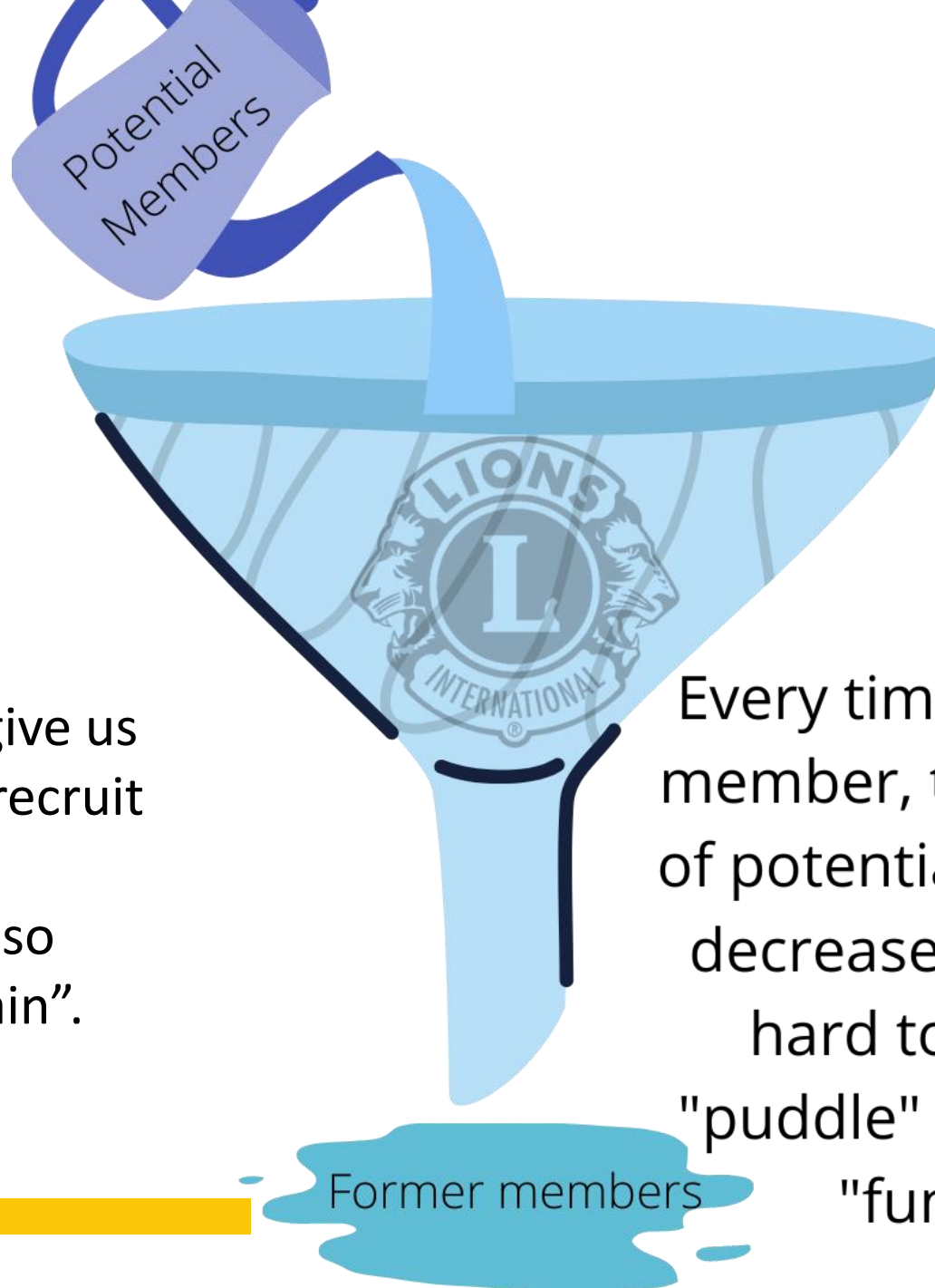


# 3 M's of Club Stability





# Retention

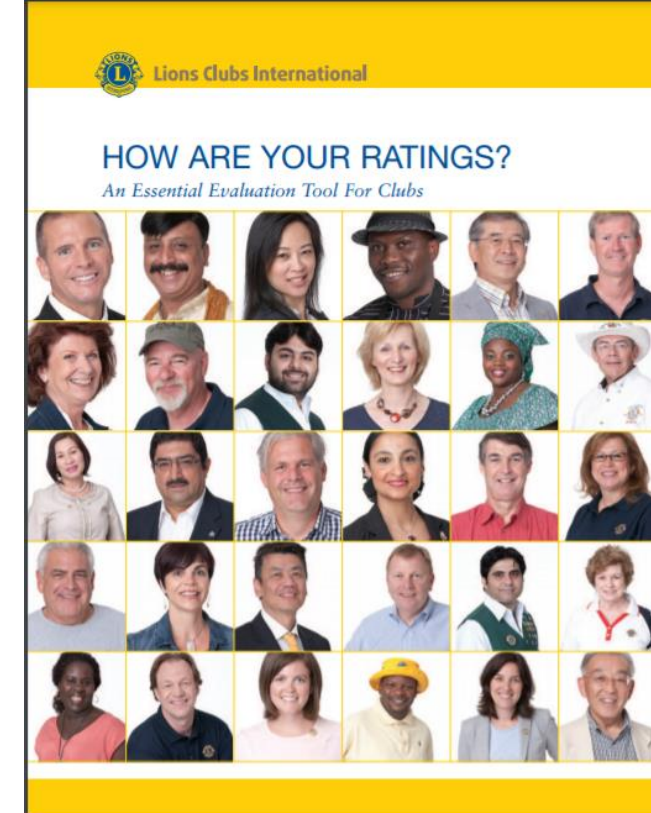


People often don't give us a second chance to recruit them after a bad experience, so we also must "recruit to retain".

Every time we lose a member, the number of potential members decreases. It's very hard to put the "puddle" back in the "funnel".



# Time for Change



<https://www.lionsclubs.org/en/resources-for-members/resource-center/club-quality-initiative>

<https://www.lionsclubs.org/en/resources-for-members/resource-center/improving-club-quality>

<https://www.lionsclubs.org/en/v2/resource/download/79863807%20> (How Are Your Ratings?)



# Project and Partnership Recruiting

- Sometimes you need/want to call in others to help
- How is this type of recruiting different from member recruiting?
  - What aspects should you advertise/promote?
  - What's in it for them?
- Project or partnership volunteers become a great pool for membership recruitment!





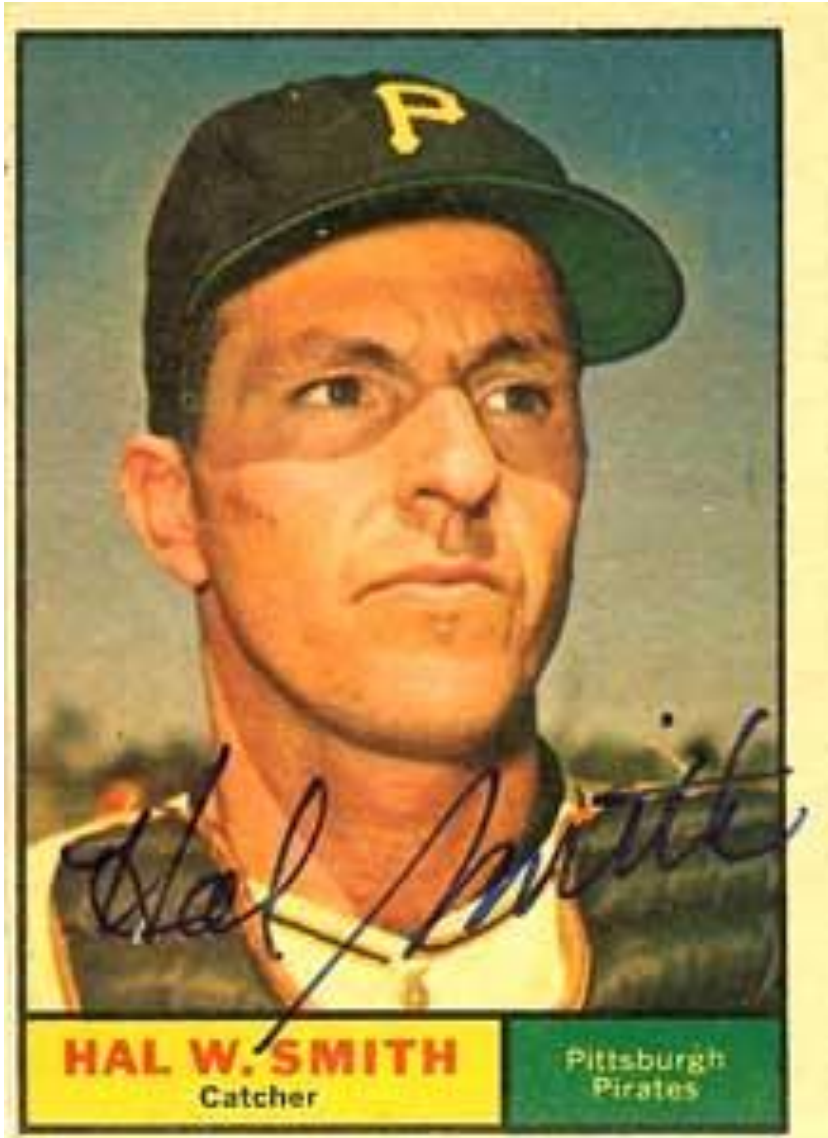
# What's a Good Recruit Look Like

HAS YOUR OPINION CHANGED SINCE THE BEGINNING?





# The Value of a Deep Bench





## In closing

- There's far more ways to be creative and accomplish the goal than there are reasons why you CAN'T.

How we can't

Need help? Contact us!

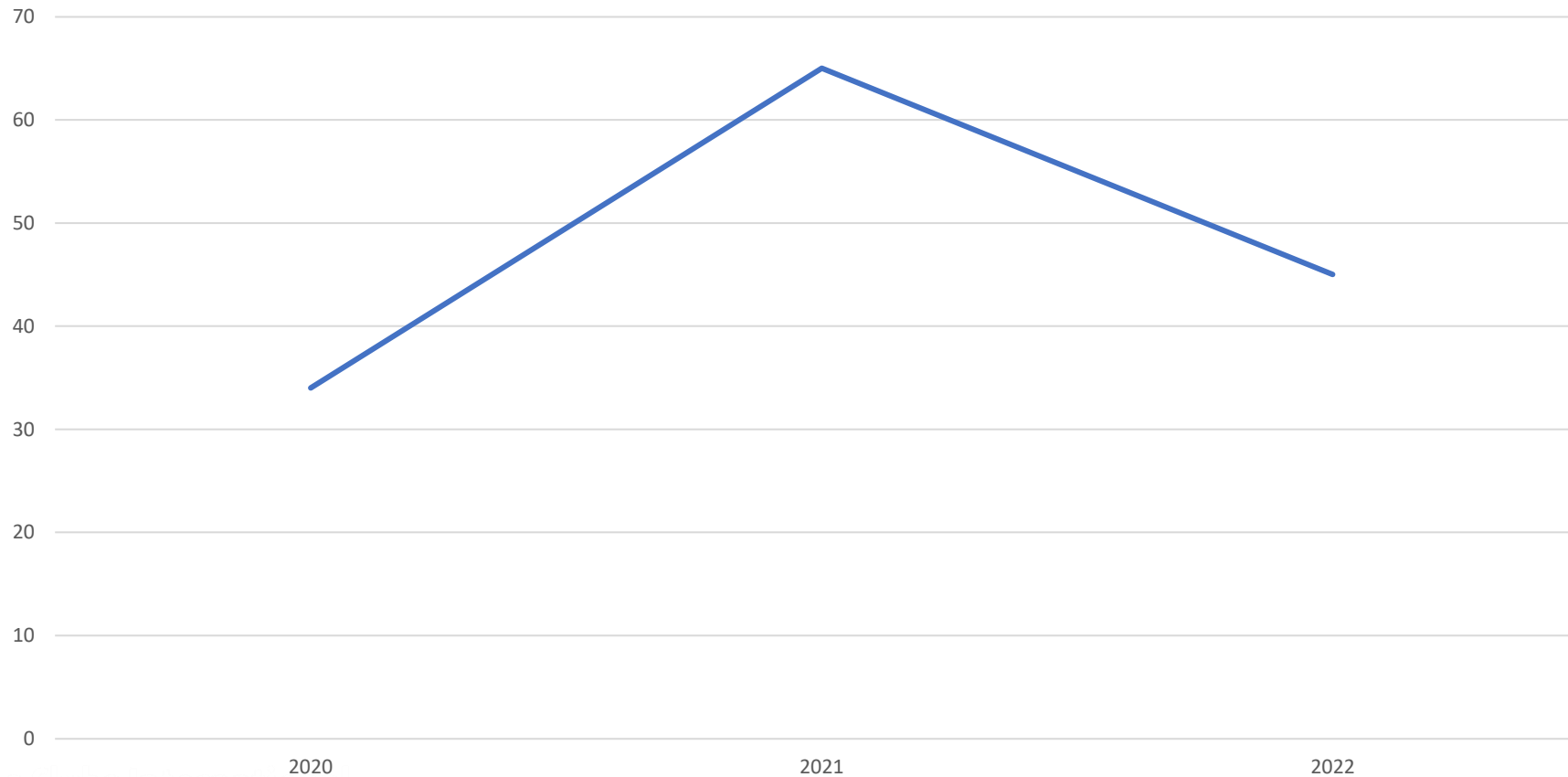




## In closing

- You have to work at it **CONSTANTLY**

OCVLC Membership 2020-2022







**Loading...**

# Takeaways

## Questions?

[www.Ohiocountyvirtuallions.club](http://www.Ohiocountyvirtuallions.club)

- ▶ Build your recruiting plan
- ▶ Develop your elevator pitch
- ▶ Individualize your elevator pitch to resonate with the recruit.
- ▶ Everyone is a recruit in our club.
- ▶ Have responses for the most common reasons why people don't join.
- ▶ Your members can be your advertising.
- ▶ Project marketing is part of your recruitment plan.
- ▶ Consider a scholarship for service or a trial membership as ways to benefit your club's recruitment plan.
- ▶ Components can be incorporated into traditional clubs. It's not all or none.







Thank You

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August 25, 2022