



# THE OHIO PLAN

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- **WHAT IS IT ?**
  - A Structure Method for Recruiting New Members.



# THE OHIO PLAN

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- **WHAT IT ISN'T !**
  - It is NOT a Motivational Technique.



# THE OHIO PLAN

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- **WHAT IT ISN'T !**

- It is Not a Motivational Technique.
- It is not Something that Runs Itself.



the **HCI** and the **OHIO PLAN**

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- **WHY NOT JUST USE THE HEALTHY CLUB INITIATIVE PACKAGE ?**

# the HCI and the OHIO PLAN





# DOES IT WORK ?

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	Clubs & Members	
	1990	2005
District 13-B	64 - 2400	60 - 2250
District 13-C	62 - 1980	42 - 1270



# THE OHIO PLAN

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- It Works **Every Time** it is Used !
- BUT THERE IS A "CATCH"
  - You MUST do it "...Our Way"



# ACHILLES HEELS

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- MUST Treat Recruiting as a **PROJECT**



# ACHILLES HEELS

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- MUST Treat Recruiting as a PROJECT
- **MUST** keep Charlie Happy.



# KEY ACTIVITIES

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- Gather Names
- Communicate
- Plan Meeting
- "M - DAY"
- Follow-up



# PRIME CONSIDERATION

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- You Only Get ONE CHANCE to Make a Good First Impression.



# GATHER NAMES

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- Recruiting Wheel
- Target Important Groups
- Weeding-Out Process
- Fill-in Information Gaps



# COMMUNICATIONS

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- Letter of Introduction
- Telephone Call
- Reminder Call
- Post Card



# PLAN THE MEETING

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- The Venue
- The Menu
- Speakers
- Decorations
- Other.....



# M – DAY

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- Greeting
- Seating
- Materials
- Starting
- Eating



# M – DAY (continued)

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- Program
- “Closing” the Sale.



# FOLLOW - UP

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- Thank you for -----
  - Joining the Lions Club
  - Coming to the Meeting
  - Thinking about Coming to the Meeting
  
- Follow-up Calls



# FINAL THOUGHTS

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- THE MAGIC NUMBER IS 54.....
- Small Clubs need 2 M-Nights per Year. Larger Clubs 1 per year.
- If it Screws-Up the First Time you use the O.P., YOU'RE HUMAN.



# FINAL THOUGHTS

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- **WHERE IS THE OHIO PLAN ?**
  - **BROADVIEWHEIGHTSLIONS.ORG**
  - **CALL or EMAIL me.**  
**440-526-4289**  
**kdm5@cox.net**

**Thanks - PCC Jeff Hillis, VDG Ken Marshall**