

## THE OHIO PLAN

- Is a Structured Method for Recruiting New Members
  - Works Every Time it is Used !
  - But There is a “CATCH”
  - You MUST follow “the Plan”
- Must Treat Recruiting as a **Project**
- Keeps Charlie/Mary Happy-they do not have to personally ask prospects
- Prime Consideration - You Only Get ONE CHANCE to Make a Good First Impression

## KEY ACTIVITIES

- Gather Names
- Communicate
- Plan Meeting
- “M - DAY”
- Follow-up

## GATHER NAMES

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

## COMMUNICATIONS

- Letter of Introduction – 2 weeks before
- Telephone Call – one week before
- Reminder Call – 2 to 3 days before, Sunday is good
- Post Card – receive the day of M-day

## PLAN THE MEETING

- The Venue – a place with privacy
- The Menu – your choice
- Speakers – limit to 30 min.
- Decorations – banner, bell, gavel etc.
- Other – nametags for all, agenda

## M – DAY

- Greeting – have a greeter but encourage all Lions to greet guests
- Seating – make sure every guest is seated with Lions members
- Materials - Lions magazine, newsletter, club brochures, pictures,
- Starting – On time and keep to 1-1/2 hours for everything
- Program – 30 min. talk about club projects, fundraisers, organization, dues, and district, multiple district, & international organization.
- “Closing” the Sale – give them an application form.

## FOLLOW - UP

- Thank you letter for -----
  - Joining the Lions Club
  - Coming to the Meeting
  - Thinking about Coming to the Meeting
- Have an impressive induction ceremony
- Follow-up Calls

## Invitation Letter

Dear \_\_\_\_\_,

At a recent meeting of our Lions Club, your name was recommended for possible membership.

To let you know a little bit about us, we are members of the largest service club organization in the world.... Lions Clubs International. Our membership is made up of community minded men and women like you who are interested in making our community a better place to live.

Our club was organized in \_\_\_\_\_ and we have served the community with pride and

with the knowledge that we made a difference for the past \_\_\_ years. You have probably seen us in the community working to raise money for our projects or know of one of the many service activities we complete every year. But do you know that besides the hard work we have lots of fun and fellowship. As a Lion you will make friendships that will last a lifetime.

We are proud of our club and all we do, and we could do more if we had more members like you. We are extending an invitation to you to be our guest for dinner at our NEW MEMBER NIGHT on \_\_\_\_\_, 2007 at \_\_\_place\_\_\_ at \_\_\_\_\_ p.m. Following dinner we will spend time explaining in more detail our club service and fund raising activities. We will complete our meeting no later than \_\_\_\_\_ p.m. Between now and \_\_\_date noted above\_\_\_ a Lions Club member will be calling to talk to you about this event. We hope that you will accept our invitation. In the meantime, if you have any questions please feel free to call me or any other Lion that you may know for more information.

Thank you for taking the time to consider Lions, and we look forward to seeing you soon.

Sincerely,  
Title, \_\_\_\_\_ Lions Club  
Phone number

## Reminder Call

Hello Candidate's Name. This is Your Name from the \_\_\_\_\_ Lions Club. You recently received a letter from our membership chairperson inviting you to our membership night on \_\_\_date\_\_\_ at \_\_\_time\_\_\_ at \_\_\_location\_\_\_.

I'm just calling to make sure you received the letter. The attire for the evening is casual and we anticipate an evening of good fellowship mixed with an opportunity for you to learn a little bit about Lionism. We promise to have you out of there no later than \_\_\_time\_\_\_.

We are required to give the restaurant reservations so we'd like to know how many guests to expect. Can we count on your attendance? Do you need directions or a ride to the restaurant? Thank you.

### **Thank You for Attending**

Dear ----

On behalf of the \_\_\_\_\_ Lions Club, I sincerely want to thank you for attending our New Member Night on \_\_\_\_\_.

As you discovered at the meeting, we have a very active club. We are therefore always looking for good people so we can expand our services to our community and beyond. The more good people we have, the more we can do.

The members who met you at the recent event are convinced that you would be a terrific addition to our membership! I am certain you would find Lionism a rewarding and enjoyable experience. Not only will you help us fulfill our motto, "We Serve," but you will quickly begin developing many new friendships, many of which will last a lifetime.

I am therefore encouraging you to take a few minutes right now and fill out the Membership Application. You can return the completed application at one of our regularly scheduled meetings. Your sponsor, Lion ..... will also be contacting you in the near future.

To keep you informed of when we meet and what we are doing, we will add your name to the distribution list for our club newsletter. The newsletter is published monthly and provides important information about the happenings within our Lions Club and our future events.

Once again, I want to encourage you to join the ..... Lions Club. I'll be looking forward to seeing you at a future meeting.

Sincerely,  
Title, \_\_\_\_\_ Lions Club

### ***Thank You for Joining***

Dear \_\_\_\_\_,

On behalf of the \_\_\_\_\_ Lions Club, I sincerely want to thank you for deciding to join our organization.

As you discovered by visiting our club meetings, we have a very active club. We are therefore always searching for good people to enable us to expand our services to our community and beyond. The more good people we have, the more we can do, and we believe you will be a terrific addition to our club!

I am certain you will find our Lions Club a rewarding and enjoyable experience. Not only will you help us fulfill our motto, "We Serve," but you will quickly begin developing new friendships, many of which will last a lifetime.

Typically our club meets \_\_\_dates & time\_\_\_. Our next meeting will be \_\_\_\_\_. A Lion will call you prior to the meeting to secure reservations for dinner. The cost of the meal is \$\_\_\_\_\_.

You will also begin receiving Lion Clubs International's publication "The Lion" in the near future. It typically takes LCI about six weeks to process a new member application. If you don't start seeing "The Lion" within two months, please let me know.

Once again, I want to welcome you to the \_\_\_\_\_ Lions Club. I'll be looking forward to seeing you at our next meeting.

Sincerely,  
Title, \_\_\_\_\_ Lions Club

**It is recommended that clubs secure the full text of the Ohio Plan from either district membership people or the MD Website.**

[www.ohiolions.org](http://www.ohiolions.org)



# **We Serve**

## **The Ohio Plan**

**A systematic approach  
to recruiting new  
members for  
Local Lions Clubs**

Provided by  
MD13 MERL Team  
Created by PDG Jerry Smith (A)  
Revised October 2007