

# Sponsorship

## is an Important Responsibility



Lions Clubs International is a strong organization with a proud history of accomplishment. At the core of this success are dedicated club members who devote their time and attention to serving their communities. To continue to maintain the organization's record of achievement all Lions in your club must attract and sponsor new club members.

Sponsoring a new member is more than just a one step process. Sponsorship requires Lions to play several roles:

- Recruiter
- Host
- Mentor

### Recruiter

New members are the lifeblood of a club. By involving them in your club, you bring in new talent, new ideas and new enthusiasm.

Search out enthusiastic, energetic people who want to make a difference in their communities.

Share your enthusiasm and knowledge about the Lions organization. Tell them what Lions are doing at the local and national level. Show them...

- THE LION magazine articles
- Newspaper coverage of Lions activities
- Projects built/created by Lions or Lions-raised funds



Inquire what activities interest them and highlight Lions efforts in those areas or explain that your club might be interested in pursuing new activities in that area.

Offer to answer any questions about your club or club activities or policies.

Invite them to an event your club is sponsoring. Make sure you meet them at the entrance, make them feel welcome and introduce them to other Lions working the event.

Introduce them to the many benefits of membership including meeting new people, networking, building new skills and, of course, the sense of satisfaction that comes from helping others.

## Host

Making a prospective member feel welcome and wanted can make the difference in their decision to become a member. As a host you should:

- Invite them to a club meeting. Offer to accompany them.
- Make them feel welcome at the meeting. Make sure you introduce them to other Lions, and that they are seated next to enthusiastic members.
- Ask your club officer, ahead of time, to make a special effort to welcome the prospective member.
- Try to get them involved in the meeting discussion. Suggest that they get involved in one of the club activities discussed at the meeting.

If your prospective member becomes a Lion, remember to schedule his or her induction ceremony. Remember that you can receive credit toward a Membership Key Award each time you recruit a new member. Membership Keys are awarded for the recruitment of 2, 5, 10, 15, 20, 25, 50, 75, 100, 150, 200, 250, 300, 350, 400, 450 and 500 members. Each key is awarded to the sponsor after the new member has been a Lion for a year and a day.

## Mentor

A sponsor's responsibilities do not end when a prospect is inducted as a member. Helping them grow in the organization means they will stay a member. As a mentor you should:

- Continue to introduce the new member to Lions they have not met, helping them feel part of the group.
- Offer to accompany them to meetings. Stay in touch.
- Make sure that they are allowed to express their thoughts and ideas.
- Serve as a source of inspiration and advice.
- Consider entering into the Lions Mentoring Program, where you and the new member can continue to grow as Lions.
- Encourage the Lion that you sponsored to be active and to live up to the Lions' motto:

## We Serve.

