



Recruiting Lions from local companies and organisations

Many companies, organisations and local councils now have corporate social responsibility (CSR) programmes. They want themselves and their staff to be seen to be doing good things for the world. Many will give them a few extra days of holiday to do this and pay their expenses. There are lots of benefits for them in terms of image and also employee satisfaction. And there's nothing like a bit of team building in the fresh air when you spend all your time video conferencing – especially if the Lions can offer it free!

It will be very important that you get the initial contact/mailing to these companies and organisations right and that it will appeal to common ground you think you have, or can make with them. Otherwise your letter may go straight in the recycling bin! It could be worth getting your ducks in a line, ringing them and try to establish a good contact and what information they need. They may prefer you to address a 'lunch and learn' session in the canteen or weekly staff meeting.

So why not write to local companies, organisations and councils and offer opportunities for their staff to come along and help at Lions' events. Of course make sure you've got something lined up for not too long after you contact them and that some of their staff could play a useful part in it. And make sure you look after them. It will be an opportunity for them to be touched by Lions and if they enjoy the experience then they might come back, especially if you make the most of your interaction with them. Perhaps give them a brief run down on other things you do, either as a group or one to one buddies. Give them something to take away with a summary of what you do and links to your website/Facebook page and a good person to contact.

The downside with CSR is many companies and organisations may want CSR days to be during the week. But if you're inspiring enough then you might get offers of help from local employees for weekend events too. Or you may need to engineer something deliberately during the working week eg. picking up donated spectacles, celebrating World Sight Day, delivering 'message in bottles', doing a Santa Sleigh outside the supermarket or DIY store.

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