Making the most of the sausage sizzle.

What are you doing? Cooking sausages to make a few hundred $$, or participating in a membership drive by taking advantage of the opportunity to do both at the same time.

Sausage sizzles are a great time to talk to members of the public about Lions and try and find out whether they would ever consider joining the world’s number one service organisation. It’s a good time to raise the subject because the sausage sizzle is considered safe and an environment where one can expect a bit of friendly, non-threatening banter, so let’s make the most of the opportunities offered.

What are the key objectives of the sausage sizzle? There are four key reasons why we stand out in the heat or cold or rain cooking and selling those sausages and onions to then return home smelling like that BBQ we have cooked over the previous few hours. I see the following, as the reasons we participate in sausage sizzles:-

1. To raise money for our club projects (general revenue or specific project)
2. To improve our exposure in the community
3. Provide a relaxed pleasant environment where fellow Lions can come together and enjoy each other’s company. Ie part social activity
4. Use the opportunity to broaden our membership, thereby enabling us to service our community in an even better way.

If we are going to maximise these opportunities, then we need to put a bit of thought into the whole exercise so that we can take great advantage to sell our Lions Club. OK, what can we do besides cooking a great snag?

1. Have good signage, make sure the public know who you are. Tear-drop banners are cheap, or try A3 or A2 size A frames from Officeworks. There is new marketing material which is great, get them from Newcastle HQ [www.lionsclubs.org.au](http://www.lionsclubs.org.au). Make sure you all wear your club shirt, and the Lions BBQ apron (even the ALCCRF Lions Biggest BBQ apron, which could initiate some great discussions like Lions supporting the Genome Project)
2. Have membership handouts to give to interested potential members. “There is a lot more to Lions than barbeques” is a good one. Better still, make your own, talk about your club’s projects past and current, with current contact details.
3. Have one free Lion as the “greeter”, the one to engage with the members of the public while the others serve/ cook. Often our cooks get really busy and do not have the time to chat with the public. We need to show interest in the people who are showing signs that they are interested in us.
4. Have fun at your BBQ. There is nothing more enticing that a group who have music playing and friendly banter.

5. Always have a donation tin on the table alongside the sauces. Many people will make a donation as well as buy the snag. Some will just make a donation.

6. Have a sign identifying what project the funds will go to. People are more willing to donate or spend if they see a real project that will benefit from the snag sales. For example flood victims in northern QLD, bushfires in VIC/SA etc.

7. Be prepared to answer the question “What do Lions do?” Have your 30 second “elevator speech ready and rehearsed. All clubs and areas are different, so write your own elevator speech. Just be prepared to answer the question.

8. Respect them and their time. If they say they are too busy now, then say, “may I call you in 6 months’ time to see if your “My time” has improved. If yes get the contact name and phone number, AND CALL WHEN YOU SAID YOU WOULD. Always follow-up when you are given contact details.

9. If they say or hint they are interested, then grab the opportunity and invite them (that is Just Ask!) to join you in one of the approaching club events.

Suggested priority for selecting the event to invite the prospective member to are social events first, project activities second, guest speaker night third and then work meetings.

(Don’t delay though just to suit the above order).

10. Make sure members are aware that you are bringing a prospective member to the meeting, so that the club makes sure it puts on a good showing or impression. If they enjoyed the meeting, sign them up there and then!

In fact, here is a challenge for you all. Write your 30 second elevator script and send it to the MD201 GMT team, attn. Rob Royal, GMT Retention Chairman at rob.royal@adam.com.au. The best 3 will be published in the next Lion Magazine, and the winner will receive a special Lions Australia award.

PDG Rob Royal

GMT Retention Chairperson

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