

Marketing & Communications

District Cabinet Meeting

August 19, 2023

M&C members will work in our districts to promote helping others via phone calls, visits, help on projects if you can and encourage our PDGs to do likewise. Promotion is key!

The committee will provide information and highlight Mission 1.5 which is a membership drive to increase our Lions membership to 1.5 million. IP Patti Hill just kicked off this initiative. As information becomes available, the committee will be posting it on electronic media.

The goals for the committee for this Lions' year are:

1. Do our best to advertise and document what is happening around the district when we know about it and forward this information on to others to advertise for us too.
2. Advertise through Facebook, Twitter, our newsletter, etc.
3. Accomplish the state newsletter.
4. Promote use of the new Lions Portal, when it becomes available.
5. Provide timely information via ENews.
6. Have the best Ohio Lions website with up-to-date information.
7. Assist with state auction at state convention.
8. Accomplish the state convention program.
9. Promote, promote, promote

IPDG Debbie