

Key Lions Messages and Questions

Key Messages

When talking to the media and others in your community about your Lions club and Lions Clubs International, it is helpful to know what messages you want to get across. Please review the Key Messages below now and prior to interviews, activities where the media might be present and visits to other organizations and schools.

- Lions Clubs International is the world's largest service club organization, with a network of 1.4 million men and women in more than 210 countries and geographical locations. We serve where we live, as well as globally, and we have fun doing it.
- Though well known for its successful initiatives in vision health, Lions service is as diverse as its members. We meet all sorts of needs, from assisting the elderly to helping victims of natural disasters.
- Lions give 100 percent of donations to our causes. We cover all our costs through our dues.
- Lions make a difference everyday everywhere. Whether by organizing a pancake breakfast fundraiser or building a wheelchair ramp for someone in need, we are a hands-on organization.

Key Questions

Please take time to review the following Key Questions and suggested answers. Practice answering these questions with your fellow Lions and always remember to accentuate the positive.

Who are the Lions?

Lions are an international network of 1.4 million men and women dedicated to making a difference locally and globally.

What do Lions do?

Lions meet the needs of our communities and the world, ranging from assisting the visually impaired and working with local youth to medical missions and disaster relief.

How are Lions relevant to today's world?

Since 1917, Lions have met the needs in their communities and continued to improve the areas in which they live. As long as there are needs around the world, we will work to meet those needs.

How do I become a Lion?

If you are interested in becoming a Lion, contact your local Lions club and express interest in learning more. A club locator can be found on the Lions Clubs International website www.lionsclubs.org.

Are there women Lions?

Yes. Women are the single fastest growing segment of Lions.

As in other community organizations, is the membership of Lions declining?

No. Lions membership is increasing. Programs such as Family Clubs, Leo Clubs, Campus Lions Clubs and New Century Lions Clubs, are helping us adapt to meet the growing needs of the world around us.

I would like to volunteer in my community but why should I do so as a Lion?

Lions meet the needs of those in their own communities as well as around the world and we have fun doing it. Working together locally and internationally, the worldwide network of Lions has vastly more resources and is able to accomplish much more than individuals and small groups working alone.

These are just a few practical ideas for you to consider and more ideas will be published on a regular basis.

If your club has experienced successful public relations for an event, please let us know. We need to “get the message out” by sharing these successes to **ALL** clubs in the district.

This is the first year for the District A4 Public Relations and Promotions Committee. The committee members include:

Region 13

Lion Judy Grant
Lion Gus Este

Region 22

Lion James Johnston

Region 30

Lion Liz Christie

Region 41

Lion Renee Devenny
Lion Jim Devenny

We are here to assist you in your public relations efforts to enhance your club’s impact on the community.

If you have a question regarding these ideas, promoting your club in your community or if you would like to invite a member to visit your club, please feel free to contact any one of us. We are here to help you to reshape public opinion and improve your club’s visibility so that club activities become a success.

By working together to improve the awareness of our clubs in our communities, we can work towards ensuring effective and successfully promoted club service projects, fundraisers and events.

Together in Lions Service,

District A4 Public Relations and Promotions Committee