

"A PICTURE SAYS A THOUSAND WORDS"

Leveraging Your Club's Service Activities to Enhance Your Public Relations and Membership Recruitment Efforts

We have all heard the phrase, "a picture is worth a thousand words". An annual poster highlighting your clubs service activities is a powerful public relations tool that can have an immediate and positive impact on how your community and your own club members view your club. Past International President Judge Brian Stevenson suggested this idea at a recent District A4 Convention.

The Killaloe & Area Lions Club placed a poster in the local newspaper last year, highlighting among other items that their club raised \$62,000 in 2018. The positive effect of this message not only changed the town council's opinion from being unaware of what the Lions did in the community to such an extent that the Mayor joined the club.

The moral of the story is to never assume that the community is aware of what is happening at your club.

Another great example illustrated below is the Kanata-Hazeldean Lions Club annual fundraising poster, placed outside their hall. The poster includes a summary of the charities they donated to with a total of all donations in a larger font. The poster also includes their web page, a reference to a BeALion.org, is colourful and large enough to stand out and uses the adjectives "over" and "more" very effectively.

The poster "certainly makes the club members proud to have it up when events are happening."



Kanata-Hazeldean Lions Club Annual Fundraising Poster

Steps and considerations for your poster could include the following:

Step 1: Work with your club secretary and treasurer to compile a list of charities your club has donated to over the last year, including the dollar total. For privacy, don't include names of individuals your club donated to. From that list, prepare a summary, focusing on local charities, similar to the Kanata-Hazeldean Lions Club poster. Then determine the total number of service activity hours the club has provided to the community over the last year as Lions clubs donate thousands of hours every year to the community. This could also be included on the poster to have an even greater impact.

- Adding a question like, "Would you like to be part of making a difference in the community?" to plant an idea about potentially becoming a Lion.
- Include an email address and a telephone number so contact information is available should someone have any questions.

Members of the community quickly become aware the impact your club has in the community and begin to recognize that there are needs in the community they can assist with.

Prepare a paragraph answering the questions who, what, when where and why, such as the following:

*The **Downtown** Lions Club has proudly served the community since **1958**. Over the last year, we have continued to support the community by donating to charities and people in need and provide many hours of service to the community to make it a better place to live. The poster summarizes this effort.*

Step 2: Once your poster and paragraph have been created, the next step is to spread the message in as many ways as possible. You can click on the links below to view different methods of communicating your message.

- Emailing a [news release](#) to the [community newspaper](#).
- Publishing the poster on your club's [website](#).
- Publishing the poster on [social media](#) such as [Facebook](#), Instagram and Twitter.
- Placing the poster inside and outside you Lions hall.
- Including the information in your club [brochure](#).
- Using the poster during club events by placing it on tables and including it in your event program.
- Sending the poster along with a cover letter to the local municipality or town council.
- Placing the poster up in the post office or other town [message boards](#).

Be sure to update your poster annually so the information on the poster remains current and the community sees that your club continues to be active.

This is a practical idea for your club to consider and more ideas will be shared on a regular basis. If your club has experienced successful public relations for an event, please get in touch with me or any committee member listed below. We need to “get the message out” by sharing **ALL** of our successes to **ALL** clubs in the district.

If you have a question regarding this idea, promoting your club in your community or if you would like to invite a committee 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. The committee members include:

Region 13

Lion Judy Grant, 613-256-2882, judyinalmonte@gmail.com

Lion Gus Este, 613-825-1168, jugsus.e@gmail.com

Region 22

Lion James Johnston, 613-589-2092, james.johnston@magma.ca

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Lion Renee Devenny, 613-925-5955, rldevenny@gmail.com

Lion Jim Devenny, 613-925-5955, devennyjim@gmail.com

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

Together in Lions Service,

Lion James Johnston

District A4 Public Relations and Promotions Coordinator