

Promoting Your Lions Club in Your Community

Last May during a membership information session, I was asked the question, “Our club is considered an old farts club. What can we do to turn that around?” I did provide an answer but while driving home afterwards, decided that I didn’t like the response. Thinking about a good response to that question over the summer, I came to the conclusion that we must constantly “get the message out” and show the community what we do on every service project, every fundraiser and every event to demonstrate that we are making a difference and what effect that Lions has had on the community.

Have you ever wondered if you need to increase the awareness of your club in the community? Does your community have a negative impression of your club? Is your club considered an “old farts” club? If the answer to any of these questions is yes, then it is imperative that you increase the publicity of your club in the community. Why would you want to do this? There are many reasons to increase the publicity of your club in the community, including:

- putting a face on your club in the community,
- the community learning what Lions is all about and the great things Lions do
- demonstrating the need for community service
- your club becoming more relevant to the community and in turn fostering greater community support, and
- promoting your club can help revitalize your club and recruit new members.

Here are a few practical ideas you can use to promote your club:

Annual Fundraising Poster

Place a poster in your hall highlighting where you club made donations over the last year and send it to the newspaper as well. Don’t forget to include a total amount at the bottom. You could also include a list of organizations your club donated the use of your hall to. A club in the district recently had such a poster in the local newspaper highlighting that their club had raised \$62,000 in the last year. This had the positive effect of changing the town council’s impression from not knowing what their club did in the community to the mayor joining their Lions club. Past International President Judge Brian Stevenson suggested this at a recent District A4 Convention.

Community Newspapers

Many clubs work well with their local community newspapers to promote their club’s activities. Unfortunately, some clubs are not as successful. For every service project, fundraiser and event, take lots of photographs of “Lions in action” and write up a few sentences answering the questions Who, What, When, Where and Why and email it to the newspaper. With this method, it costs the newspaper nothing and you are making them aware of what your club is doing to make a difference in the community.

Create a Club Website

If you're looking for a free and easy way to create a website for your Lions club, then e-Clubhouse is for you!

Lions Clubs International is proud to provide this resource to help Lions clubs build a useful, professional looking website. Designed with fill-in-the blank fields for even the least Internet savvy, the e-Clubhouse allows you to:

- build and maintain a website for your club using a simple set of tools that make it easy to create a club website,
- keep your members – and community – up-to-date on the projects the club is working on, and
- promote your club's activities – and recruit new members.

You can choose between two predesigned website templates that incorporate the Lions Clubs International brand. Both templates include links to information on the Lions Clubs International website, including the Lions News Network, Lions Learning Center and more.

e-Clubhouse Features

Each e-Clubhouse site features:

- **Club Home Page:** Feature a photo of your club members participating in a project or club activity and provide a brief history of your club.
- **Calendar of Events:** Use the calendar to keep everyone informed of important dates.
- **Club Projects:** Provide information on your projects and let your community know how they can support your projects.
- **Photo Gallery:** Showcase your club's activities by posting photos of recent projects.
- **Contact Page:** Post key contact information for people in your community to call so they can learn more about your club and get involved.
- Up to five additional pages for your club's special functions or news.
- **New Member-Only Features**
- A new member-only section is now available. This new section will provide a way for your members to communicate important club news, encourage attendance to meetings and recognize member dedication.

If you are interested in creating a website for your club with e-Clubhouse, click [here](#). Benefits of and resources of social media from Lions Clubs International are provided below.

Create a Club Facebook Page

Does your club have a Facebook page? People of all ages are on Facebook these days and the numbers are growing exponentially. Did you know that 1.65 billion items are posted on Facebook every year? Facebook is a very powerful medium to promote your club. Similar to newspapers, for every service project, fundraiser and event, take lots of photographs of “Lions in action” and write up a few sentences answering the questions Who, What, When, Where and Why and post on your club’s Facebook page.

Why not record videos of “Lions in action” with your smartphone and post them on Facebook? Videos provide so much more over photographs. After all, a picture is worth a thousand words and a video is worth a thousand pictures. LCI has provided guidelines for setting up a Facebook page, best practices and tip and tricks. Links are provided below.

Create a YouTube Channel

Does your club have a YouTube Channel to post videos for every service project, fundraiser and event? Did you know that 400 hours of YouTube videos are viewed every minute? A YouTube channel is another very powerful medium to promote your club. Similar to a Facebook page, for every service project, fundraiser and event, take videos of “Lions in action” and write up a few sentences answering the questions Who, What, When, Where and Why and post on your club’s YouTube channel. Benefits of and resources for social media from Lions Clubs International are provided below.

Why Use Social Media?

Popular social media channels, such as Facebook and Twitter, allow Lions to share and connect with their communities and fellow Lions around the world. More and more Lions are using social media to make a bigger impact by:

- following and connecting with other community organizations, leaders and the general public to spread the word about their club,
- sharing photos of their recent activities to show the world how they’re serving the community,
- keeping current members updated and informed about upcoming projects, meetings and events,
- attracting new and young members, and
- staying up-to-date with Lions Clubs International news and programs by following [LCI social media accounts](#).

Social Media Resources

- [How to Set Up a Facebook Page for Your Club](#)
- [Facebook Best Practices for Lions](#)
- [Social Media Tips and Tricks](#)
- [How to Get Featured on the LCI Facebook Page](#)
- [Lions Online: What the Internet Has to Offer](#)
- [Lions Selfie Wall](#)
- [Submit a Photo](#) to LCI and have it posted on [Lions in Action](#)
- [Lions SMiLE Blog](#) (SMiLE = Social Media including Lions Everywhere)

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

If you have a question regarding these ideas, promoting your club in your community or if 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