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# PUBLIC RELATIONS

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PR Resources

Web site

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## PUBLIC RELATIONS RESOURCES

### **Program Summary:**

Public relations involves all forms of communication—from writing news releases and distributing promotional flyers to talking to friends, family and coworkers. Equally important actions are often taken for granted, such as wearing a Lions lapel pin or marching in a parade.

Good public relations—informing the community that your club is building a park, conducting a vision screening or collecting eyeglasses—will help foster community support.

Public relations can even support your club's membership efforts. People want to belong to a successful and reliable organization. By actively promoting your club and its worthwhile activities, you'll be projecting a positive image in the community and showing that your club is worth joining.

### **Frequently Asked Questions:**

#### **Who is responsible for public relations?**

Though PR is every member's responsibility, it is the primary role of the club or district PR chairperson. The chairperson is responsible for communicating club information to the community and media as well as tracking media results.

#### **How do I submit a story idea or photo to Lion Magazine or PR Department for consideration?**

Provide information to International Headquarters about outstanding programs and activities, which might be of interest to regional and national media. Lions can use the "Submit A Story" and "Submit a Photo" feature on the Lions Clubs International Web site to do so. Submissions will be reviewed for use in LION Magazine or LQ-Lions Quarterly video magazine.

#### **What resources are available in preparing for an interview or presentation?**

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. Key Messages are available on Lions Web site to help in your preparations prior to interviews and activities where the media might be present. They are also useful in presentations to groups, schools and other organizations. Included are Key Questions and suggested answers. Practice answering these questions with your Lions members and always remember to accentuate the positive.

#### **Can the PR Department help in crises or sensitive situations?**

In the event of a crisis at a Lions-sponsored event or situation that may result in negative publicity for Lions, it is best to consult with the Public Relations Department for counsel. One spokesperson is recommended to keep control of communications. Never speak "off the record" or speculate.

## PUBLIC RELATIONS RESOURCES

### Materials Available:

Use the "Search" box on the LCI Web site ([www.lionsclubs.org](http://www.lionsclubs.org)) to search on the following terms for resources.

- See the "Communicating Your Activities" section under "Managing a Club" in the Member Center
- Public Relations Chairperson's Guide (PR-710)
- District Chairperson's Guide (PR-730)
- PR Grant
- Key Messages and Questions
- Sample News Releases
- Logos and Art
- PSAs, *see Lions News Network*
- Videos, *see Lions News Network*
- LQ-Lions Quarterly Video Magazine, *see Lions News Network*
- International Contest (PR-763)
- How to "Get In" LION Magazine (PR-708)

### Awards Available:

Enter club Web site and newsletters in the International Contest. Winners will be selected and announced during the international convention and in *LION Magazine*.

### Important Dates:

**May 1** International Contest Deadline

See the **Calendar of Events** section on the LCI Web site for program and event dates. For example, organize and promote a Lions activity around Lions World Sight Day or Glaucoma Awareness Month.

### LCI Contact:

Public Relations Department  
630-203-3812  
[pr@lionsclubs.org](mailto:pr@lionsclubs.org)

## LIONS CLUBS INTERNATIONAL WEB SITE

[www.lionsclubs.org](http://www.lionsclubs.org)

**Program Summary:** The Lions Clubs International (LCI) Web site tells the Lions' story clearly and dramatically in pictures and words. The Web site makes it easy to find information – and complete tasks – quickly.

LCI's Web site has seven main sections:

1. **About Lions** explains who Lions are and provides information about our organization, history and leaders.
2. **Becoming a Lion** describes what Lions club members do, and provides information about joining an existing club – or starting a new one.
3. **The Foundation** provides information about LCIF – and how it supports the humanitarian work of Lions clubs.
4. **Our Impact** includes stories, photos and information that show how Lions are making a difference.
5. **Our Work** provides information about the types of service projects Lions work on around the world.
6. **News and Events** includes our latest news updates, including information available on video and an online version of LION Magazine.
7. **Member Center** is just for Lions. It provides the information Lions need to do service projects and manage clubs/districts. This section also includes:
  - o **Planning Projects** has information you need to plan service projects.
  - o **Membership and New Clubs** has information to help grow membership, retain members and start a new club.
  - o **Managing a Club** has the information you need to run your club, including frequently used resources in the Club Resource Center.
  - o **Managing a District** has the information you need to run a district, including frequently used resources in the District Resource Center.
  - o **Leadership Development** has training materials for Lions leaders.
  - o **Resources** a “one stop shop” for all LCI forms, publications, logos and more.
  - o **Online Community** allows you to submit stories/photos for possible inclusion in Lions Clubs International publications, and to connect with other Lions on sites including Twitter and Facebook.

### Frequently Asked Questions:

**Where can I find answers to frequently asked questions about our Web site?** Visit [www.lionsclubs.org](http://www.lionsclubs.org) and type “Frequently Asked Questions” in the Search box.

**How can I quickly locate the information I want on the Web site?** One of the best features on our site is a Google Search Engine that allows you to locate content quickly. To search for a topic, just type a word or phrase in the **Search** box in the upper right corner of any Web page. (For example: If you type **frequently asked questions** in the Search box, a link to the Frequently Asked Questions About Our Web Site page will appear at the top of the results list.)

### LCI Contact:

Public Relations Department  
630-203-3812  
[pr@lionsclubs.org](mailto:pr@lionsclubs.org)

## LIONS NEWS NETWORK

### Program Summary:

Lions News Network (LNN) contains all available videos and public service announcements (PSAs) from Lions Clubs International and Lions Clubs International Foundation (LCIF). You can watch and order videos from the LNN section on the Lions Clubs International Web site.

LNN also contains LQ-Lions Quarterly video magazine. LQ, produced four times a year (January, April, July and October), features inspiring stories from Lions clubs around the world dedicated to making a difference in their communities and the lives of individuals. Running approximately 14 minutes, this is an excellent presentation for Lions and non-Lions and can be shown on cable access stations.

### Frequently Asked Questions:

**Are LCI & LCIF videos available in all languages?** Several video programs are available in all 11 of LCI's official languages. Available languages are listed in the description. LQ is available in English-only.

**How can I order a DVD?** Available videos have an "order now" button in the viewing window on LNN. This link directs your request to the appropriate department. Some video programs are sold and others are free-of-charge.

**How can I download LQ?** A podcast of LQ is available on iTunes. You can download the LQ podcast from iTunes and subscribe to receive all editions.

**Where else can I find LCI and LCIF videos to share with members, family and friends?** In addition to posting videos on the LCI Web site, many are posted on LCI's social networking pages, including Lions YouTube Channel <http://www.youtube.com/lionsclubsorg>

### Materials Available:

Use the "Search" box on the LCI Web site ([www.lionsclubs.org](http://www.lionsclubs.org)) to search on the following terms for resources.

- LQ-Lions Quarterly Video Magazine
- Videos
- Public Service Announcements (PSAs)
- List of available Audio/Visual Presentations

### Important Dates:

LQ is posted on the LCI Web site the first day of January, April, July and October.

### LCI Contact:

Public Relations Department  
630-203-3812  
[pr@lionsclubs.org](mailto:pr@lionsclubs.org)

## PUBLIC RELATIONS GRANT PROGRAM

**Program Summary:** The Public Relations Department offers two types of grants:

- Public Relations Grants to assist in media and community promotion of strong multiple/single district wide programs.
- Public Relations Matching Grants that match a district's funds up to US\$1,750 for promotion and advertising.

### **Frequently Asked Questions:**

**What is the PR grant for multiple/single district program?** Public Relations grants of up to US\$20,000 for multiple districts and up to US\$5,000 for single districts are available on a first come, first served basis to assist in gaining media and community recognition for a major program that will address a community problem or need.

**What are the funding criteria for multiple/single district programs?** The program must impact the entire multiple or single district. Extra consideration is given to programs that will be conducted by a higher percentage of clubs within the multiple or single district. Grant applications must include information about the following:

- Community problem/need to be addressed
- Number of people targeted
- Specific activities and proposed dates and times
- Public relations/communications plan and PR calendar
- Outline of planning process for program development and PR activities
- Plans for follow-up activities to build on the success of the program
- Evaluation plan to determine success of the program

**What other conditions must the grants fulfill?** Multiple/single districts may submit only one application in a fiscal year. Multiple/single districts receiving a grant must wait one year before applying for another grant. Following selection, half of the grant money will be made available. The final half of the grant money will be provided following submission and acceptance of a Post Project Report. For a multiple district, the council chairperson must sign the application after securing the concurrence of all district governors. The program chairperson must also sign the application. For a single district, the district governor and program chairperson must sign.

**What kind of Post Project Report is required?** Within 30 days of the completion of the project and no later than July 15, the PR and Program Committee must submit a detailed report to Lions Clubs International public relations division manager. The report must be signed by the council chairperson and the PR and Program Committee chairperson, or in the case of a single district, the district governor and the committee chairperson. Included in the report shall be results of the program, including the impact on the image of Lions in the multiple district or single district; a detailed description of PR outcomes, with examples such as newspaper clips and tapes of TV/radio coverage; number of people served and number of clubs participating; an accounting of how money was spent, including receipts for expenditures and a detailed program evaluation.

**When must funds be used?** All funds must be expended by June 30 of the fiscal year in which the grant is given and any unspent funds must be returned to Lions Clubs International by July 15th of the following fiscal year.

**How is a PR Matching Grant different from the PR Grant?** During a fiscal year, a district governor may submit a request for a Public Relations Matching Grant (up to US\$1,750 per year) to publicize his/her top project. Districts that received PR grants in previous fiscal years but did not file after-action reports are ineligible.

**How can the matching grants be used?** Grants can be used to assist districts with their external communications/advertising program to promote Lions programs and activities. This grant must be matched with an equal or greater amount by the district.

## PUBLIC RELATIONS GRANT PROGRAM

**What are the funding criteria for the grants?** The proposed public relations program must affect the entire community. The application must be submitted by the district governor. Funds will not be approved for programs that train or provide materials to club and/or district public relations chairpersons or for materials or communications used within the association.

**What are examples of grant usage?**

- Ads in local newspapers that promote local Lions activities or thank communities for their support; that promote Lions in general, or for recruitment purposes; or on billboards.
- Hiring a professional photographer to photograph a Lion program or activity for press releases for local newspapers.
- Use of a local public relations agency on a consulting basis for promotion of local activities. If an outside public relations, advertising or similar firm is used, no interest in any such company can be held by a Lion who is involved in any way with choosing the company or supplier.

**Is a follow-up report required?** A complete report on the results of the program, including number of people reached newspaper and magazine clippings, tapes of television and radio coverage, etc. must be submitted.

**LCI Contact:**

**Public Relations Department**

630-468-6817

pr@lionsclubs.org

## LIONS INTERNATIONAL PEACE POSTER CONTEST

**Program Summary:** The Lions International Peace Poster Contest provides Lions with an opportunity to work with the youth in their community, ages 11-13, by encouraging them to creatively express what peace means to them. This turn-key program stresses the importance of peace, international understanding and the arts, and allows clubs to make lasting connections with local schools and youth groups. The contest is also a prime outlet to promote Lions clubs through exposure to young people, schools, youth groups, families, communities and the media.

### Frequently Asked Questions:

**How do I get started?** Order your Lions International Peace Poster Kit (PPK 1) from the Club Supplies Sales Department at International Headquarters. The kit provides all the information needed to run a successful contest locally. The kit also includes a sticker for the club to affix to the back of the one winning poster that will advance in the judging.

**Do I give the Peace Poster kit to the school or youth group?** No. Only the School or Youth Group Contest Guide and Rules (PPC-2) and the Participant Flyer (PPC-3) go to the school. Please open your kit and review all the contents.

**How do I utilize this program for positive public relations?** In addition to sending out a press release and photos (a sample news release is included in the kit and on the Lions Clubs International Web site [www.lionsclubs.org](http://www.lionsclubs.org)), many clubs invite local media to participate in the judging process and award ceremonies. Also, Lions often display their sponsored Peace Posters at libraries, community centers and other public spaces.

**Materials Available:** The Lions International Peace Poster Kit, available to purchase from the Club Supplies Sales Department at International Headquarters, provides clubs with all the information they will need to run a successful contest locally. The kit includes a guide and rules for the club and the school or youth group, a participant flyer for students to take home, a sticker for the back of the one winning poster that will be sent on for further judging and certificates for the contest winner and the sponsored school or youth group.

The Peace Poster section on the LCI Web site includes information on how to order a kit, images of winning posters and participants, Peace Poster e-cards to send to your family and friends, an honorable mention certificate, a Peace Poster brochure and more. Online, you will be able to view the Lions International Peace Poster Contest Video, available on DVD upon request by e-mailing [pr@lionsclubs.org](mailto:pr@lionsclubs.org).

**Awards Available:** One Grand Prize Winner will receive a trip with two family members and the sponsoring Lions club president to the award ceremony at Lions Day with the United Nations (subject to change) and US\$5,000 (or local equivalent) and an award.

Each of the 23 merit award winners will receive US\$500 (or local equivalent) and a certificate of achievement.

Included in the kit are certificates for the Lions club contest winner and the participating school or youth group. An honorable mention certificate is also available on the LCI Web site.

### Important Dates:

**January 15:** Kits go on sale from the Club Supplies Sales Department at International Headquarters.

## LIONS INTERNATIONAL PEACE POSTER CONTEST

**October 1:** Deadline to purchase kits from the Club Supplies Sales Department at International Headquarters.

**November 15:** Postmark deadline for a club to send one winning poster (per contest sponsored) to the district governor.

**December 1:** Postmark deadline for a Governor to send one winning district poster to multiple district council chairperson. *Note: December 1 is also the postmark deadline for a Governor not belonging to a multiple district to send one winning poster to the Public Relations Department at International Headquarters or a Club not belonging to a district to send one winning entry to the Public Relations Department at International Headquarters.*

**December 15:** Postmark deadline for the multiple district council chairperson to send one winning poster to the Public Relations Department at International Headquarters.

**February 1:** International winners notified on or before this date.

**LCI Contact:**

Public Relations Department  
630-203-3812  
pr@lionsclubs.org

## LIONS CLUBS INTERNATIONAL CONTEST

**Program Summary:** The Lions Clubs International Contest provides Lions with the opportunity to showcase their hard work and creativity while sharing their accomplishments with others from around the world. The contest is composed of four different categories, including Newsletter (Bulletin), Trading Pin, Friendship Banner and Web site.

### **Frequently Asked Questions:**

**How do I enter?** The official rules and entry form (PR 763) can be found on the LCI Web site ([www.lionsclubs.org](http://www.lionsclubs.org)). Entries for the Newsletter (Bulletin) and Web site categories need to be submitted to the Public Relations Department at LCI Headquarters by May 1. The pin and banner manufacturers will automatically send all pins and banners to LCI Headquarters to be entered into the contest.

### **When and where will the winners be announced?**

Winners will be announced during the international convention, on the LCI Web site and in LION Magazine.

**How do I utilize this program for positive public relations?** Contest winners should send press releases announcing their accomplishment to local media outlets. Sample press releases can be found on the LCI Web site.

Also remember to wear and share your trading pins with others, display your Lions banners, encourage people to visit your Web site, and share your newsletter (bulletin) with others, including local libraries, community centers and other locations.

**Materials Available:** See the official rules and entry form (PR 763) on the LCI Web site.

**Awards Available:** First place winners in each category will receive plaques. Honorable mentions will receive certificates.

### **Important Dates:**

**May 1:** Entries for the Newsletter (Bulletin) and Web site categories need to be submitted to the Public Relations Department at LCI Headquarters

### **LCI Contact:**

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630-203-3812  
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