



Mission

"Strengthening Lions and Leo Club development by providing education and support in leveraging marketing media and techniques for enhanced service and visible impact"

California Lions Marketing Committee

Because: Service + Marketing = New Members

California Lions Clubs Marketing Guide

LY 2025-26

Choose a Club Marketing Team Lead and Build a Marketing Team

Please make sure that your District has a Marketing Team Lead and each Club has a Marketing Team Lead. If you do not have people with these skills, it is important to recruit them. Use the District and Club Marketing Role Description to find the right person.

Not everyone will have all the skills needed to carry out a marketing plan. It takes a team of people to market, so build a team!

A link to the marketing role description is here:

<https://drive.google.com/file/d/15fbmPjGxlvx01CqqQBMYrct5jyMbRTtV/view?usp=sharing>



Set Up a Bi-Weekly Marketing Team Status Meeting

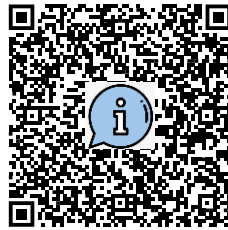
Because your marketing team needs to coordinate efforts on projects you need a recurring status meeting to move things along. An agenda should include upcoming service projects that can be promoted in your community, the S.M.A.R.T. Goal for each project, content creation (who does what content piece), additional skills needed, ideas to recruit new people to Lions service, status of projects.

NOTE: See the section for S.M.A.R.T. Goals at the end of this guide.

Put an Action Plan in Place

An action plan is a project management tool to help describe the tasks and roles needed to make your marketing efforts a success. It is also a great way to communicate with your team. You can find the LCI Action Plan template here:

<https://docs.google.com/document/d/1W-sq7kYjRbcToZf20EFkbc7X9ITq7VFQ/edit?usp=sharing&ouid=107799287747387943248&rtpof=true&sd=true>



Put the Right Tools in Place

To market you need the right tools.



Canva – To create flyers, ads, social posts videos, and more. Get the non-profit version if you have a 501c3. <https://www.canva.com/canva-for-nonprofits/>



Google Drive – To store and share files with your team. <https://workspace.google.com/products/drive/>



Zoom – To set up meetings. Use an AI meeting tool like <https://fathom.video/> to act as meeting secretary. Lions Virtual



LionsVirtual.org – has important AI tools that any Lion can use to market. Go to the site and use these often <https://lionsvirtual.org/>

Lions Map 2 Grow

Lions Market 2 Grow

Lions Serve 2 Grow

Lions Learn 2 Grow



ChatGPT. At least one member on the team should have a subscription to <https://chatgpt.com/>.



QR Code Monkey- 100% free QR Code generator. Great tool for signage, publications, social media, newsletters etc. to drive people to your website or socials. Fun, easy, free and effective. <https://www.qrcode-monkey.com/>

View above tool links here



Change Member Mindset to Capture Content on ALL Service Projects

Pictures and video content tells stories of your Club's impact on the community! Every Club member has a role with their cell phone, get them to take a lot of pictures and videos of every service project. Get them to post stories on their personal social media (Facebook, Instagram, etc.) and to tag and share them to your Club's social media feeds.

Club Personal Recruiting Plan



One of the most important marketing tools is an engaged club member who is passionate about past service projects and wants to attract new people to future ones. Take your club through a simple 10–20-minute exercise using the template below. See and download it here: <https://docs.google.com/document/d/17gkFZYsTusN0XzwZic-P9M-h1HEyriEd/edit?tab=t.0>

Club Service Calendar

Your Club and District Service Calendar is an important marketing tool. If you have an idea of upcoming service projects, dates/times, and place, you can organize in advance to market them to the community.



You can also organize your efforts around LCI Service Areas <https://www.lionsclubs.org/en/our-impact/our-service/ways-we-serve>,



and around MD4 Cares initiatives, and California Lions Foundation quarterly funding initiatives <https://californialionsfoundation.org/>.

Club Marketing Kit



Your club needs to be Visible to attract new community members to service and then to join Lions. You need a marketing kit ready to go at a moment's notice. Examples of each element of the kit is here: [Lions Marketing Kit on Google Drive](#).



NOTE: All of the designs are in Canva in this folder. You will need to be invited to the folder by clicking on this link: <https://www.canva.com/folder/FAFko53zq6w>

- Club Sign
- Club Virtual Brag Board
- Club Business Card

- Club Flyer
- Signup Sheet or Google Form

Lead Generation



Since you are turning every service project into a visible event you will need a way to capture contact information and interests of those who may wish to volunteer with your Club in the future. You can do this on paper with the signup sheet, but experience is that errors occur transferring the information to electronic form. Better to think about having a way to capture contact information electronically in the first place. Google Forms are a simple way to do this. Learn about Google Forms here:

<https://support.google.com/docs/answer/6281888?hl=en&co=GENIE.Platform%3DDesktop>

Social Media

Social media is an effective way to reach your community to get visibility for your club. Use it. If you don't know how, recruit a new Lion that can help. Use social to promote upcoming service projects and fundraisers, and to tell stories about results. Using visual content like pictures and videos is best. Beyond Facebook and Instagram remember to post on Eventbrite and NextDoor. Also, LinkedIn is a great tool and may attract like-minded volunteers through listing skill sets.

Website

Websites can be an effective way to promote your club, but you must drive traffic to your website to make it an effective tool. You can use social media, flyers, and other approaches to do this. You can get websites through multiple sources like GoDaddy, WordPress, Wix and others or of course use the LCI e-Clubhouse solution which are no cost, user friendly, including free support and password retrieval, plus the marketing committee can assist you with startup and training,



Application here [Lions e-Clubhouse](#)

Press

There are multiple community-based outlets to promote your club's service. If you have a printed community paper, ask to have a "Lions Corner" to write 400 words about your club. You can also identify and approach online community news organizations.

S.M.A.R.T. Goals

Creating S.M.A.R.T. goals is a great way to ensure that your objectives are clear and achievable. Here's a template to help you structure your goals using the S.M.A.R.T. criteria:

S.M.A.R.T. Goal Template

1. Specific:

- **What do you want to accomplish?**
- **Who is involved?**
- **Where will it take place?**
- **Why is this goal important?**

Example: Increase membership in our Lions club by 10% by the end of the year to enhance community service impact.

2. Measurable:

- **How will you measure progress?**
- **What indicators will you use to track success?**

Example: Track the number of new members joining each month and compare it to the previous year's data.

3. Achievable:

- **Is the goal realistic and attainable?**
- **What resources or skills are needed?**

Example: Utilize social media campaigns and community events to attract potential members, ensuring we have the necessary promotional materials and volunteers.

4. Relevant:

- **Does the goal align with broader objectives?**
- **Why is it worthwhile?**

Example: Increasing membership aligns with our club's mission to expand our service reach and support more community projects.

5. Time-bound:

- **What is the deadline for achieving the goal?**

- **Are there any milestones along the way?**

Example: Achieve a 10% increase in membership by December 31, with quarterly check-ins to assess progress and adjust strategies as needed.

The California Lions Marketing Committee is Here to Support You

We are committed to helping your club and district achieve strong online and media visibility—both in your local community and beyond.

If you have any questions or need assistance, please do not hesitate to reach out.
Contact us at marketing.calionsclubs.org.

We are here to provide the tools, guidance, and support you need to succeed.
Together, we can make sure your Lion service shines!

Start-up & refresh solutions initiative specialists

[Marketing.calionsclubs.org](https://marketing.calionsclubs.org)

