



MD4 California Lions and Leos Marketing Committee

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Lions DG Alan Winkelstein, DG Jason Laird, 1VDG George Clark, 2VDG Dave Kaplow and Jennifer Simpson, Governor Advisors

 md4lions-marketing@googlegroups.com  [California Lions and Leos Marketing Committee - Lions e-District Houses](#)

April 7, 2025

Dear MD4 1st and 2nd Vice District Governors 24/25

Recently you received a document from 2nd VDG Lion Dave Kaplow on behalf of the MD4 California Lions Marketing Committee. Contained within the email document were suggestions for you to consider while you are deciding who would be a solid Marketing Chair on your DG 25/26 district cabinet for LY 25/26.

Some of you may have assigned this position already. If you have, we would very much like to ask if you would kindly share with us so that we may contact them and start communicating marketing goals of the multiple district and invite them to sit in on current project developments. By involving them now and asking for their participation in helping us outreach now it will assist in preparing them for their LY25/26. It is our goal to welcome them to our team and collaborate best practices to maximize marketing efforts on behalf of California Lions and beyond.

Please email your appointed district marketing lead name and contact to me at LaHabraLionQueen@rocketmail.com

Below you will find a suggestion for two marketing tools that can help your district marketing goals thrive and help your clubs with theirs as well. If you have any questions, please reach out and we would be happy to help you connect with the tools. The key to adopting these two tools in the non-profit rate is to find a strong club in your district that has a 501(c)3 that is willing to sponsor the project for the district. The Canva account will permit 50 users which should be significant allocation to the marketing chair for each club in your district.

The MD4 Marketing team will be supporting members with use by request.

Canva:

Canva is a great platform to make all sorts of marketing materials for the Lions Clubs in MD4. Including flyers, banners, postcards, promotional items, social media posts and many more. There is a not-for-profit version of Canva that gives full capability to work as a team across the clubs in your district. This would allow for the creation of customizable Lions marketing designs that could be shared across your district.

For example, take an initiative like the Lions Cancer month in February. District or club level marketing creates a Canva flyer template for Childhood Cancer and then invite District Marketing Leads, or a Club Marketing Lead to that team to modify if for their community projects.

The beauty of Canva is that the Canva for Teams version allows a faster start with many pre-made templates and art designs that are not available in the free version. While both the free and nonprofit versions allow for team collaboration, the nonprofit version provides more capabilities.

Apply for a Canva Non-Profit account and enjoy the benefits of creating and sharing.

[We're here to help \(canva.com\)](https://www.canva.com/help/)

Tips: before applying be sure and ask your club or district the name and contact for the point person who is a contact for the 501(c)3 that you will be using to apply, That person will be contacted by Canva to ask for your permission to use the number for the subscription. This will give that individual a heads up to approve your request.

Google Workspace for Nonprofits

Enable your teams to collaborate, iterate, and innovate together, from anywhere, in real time, with our cloud-based productivity suite. Get the basic features of Google Workspace at no cost with Google Workspace for Nonprofits, or [upgrade to the discounted Google Workspace Business or Enterprise editions](#) to take advantage of additional features for your organization.

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- Keep everyone on the same page with [Google Docs](#) – create and edit grant proposals, meeting agendas, and more in real time from anywhere.
- Keep schedules organized and appointments updated with [Google Calendar](#).
- Make sure everyone stays connected with a [Google Meet](#) video conference that can host up to 100 participants.
- Access your Google Docs, Sheets, Forms, and Slides from any device, any time with 30GB of storage space per user across Gmail and Google Drive.
- [Get 24/7 support](#) by phone, chat, and email in case you have any questions along the way.

Compare

- [Learn more about the features available to nonprofits via Google Workspace for Nonprofits, and nonprofit-specific discounts for Google Workspace Business and Enterprise editions here.](#)

<https://www.google.com/nonprofits/workspace/compare/?sjid=9742711948334135735-NC>

New AI features are now available at no cost in Google Workspace for Nonprofits, and discounts apply for advanced editions. [Click here to learn more.](#)

On behalf of the MD4 Marketing Team, Thank you for your kind attention,

Lion Elizabeth Steves
California Lions Marketing Chair 24/25
LaHabraLionQueen@rocketmail.com
Talk or text 657-767-4170

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

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

