



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

We're Looking for someone Special Like YOU

CA Lions are currently *on the hunt* for some very special Lions. We are looking for an elite team of 14 *District Marketing Team Leads* in California to spread the word about Lionism. Our mission: To help grow district and club membership in California by showing the value that Lions bring to the community and service opportunities available to both Lions and non-Lions. Does that sound like a mission you would like to accept?

Sure, but what exactly would I do?

- ✓ ***Build and lead a team of marketers*** who are passionate about Lionism, and the impact their efforts have locally and around the world. Teach and train your team members and local clubs the basics of marketing and the resources Lions provide to help you achieve results. Foster new and upcoming leaders who can step up when the time is right.
- ✓ ***Help promote district activities, district endorsed projects and MD4 initiatives.*** But just don't promote all that Lions do, contribute. The committees are very open and interested in new marketing ideas that increase Lions' visibility and membership. Speak up and influence to let your creativity and insights shine!
- ✓ ***Work closely with club-level Marketing Team Leads to train and raise the level of marketing expertise of local clubs.*** Together, you will train the club on tools and skills that help promote their events. Partner with clubs to create relevant and engaging social media content that garners community engagement. Detail specific strategies on how to connect and work with the local press and community influencers to promote Lions' causes, initiatives and projects.
- ✓ ***Keep skills and knowledge current.*** Study the depth and breadth of all that Lions do and how other districts are spreading the word. Keep your marketing skills fresh by participating in marketing training offered through Lions. Keep up with the latest enhancements to mission-critical tech like Canva, Word, PowerPoint, Prezi, Google Apps, AI, etc. You will be using these apps when building/modifying a variety of digital assets

including flyers, documents, presentations, and social media content.

- ✓ ***Be a great team player to others.*** As a District team lead you will be a valued member of the GAT and MD4 Marketing Committees.

**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)

