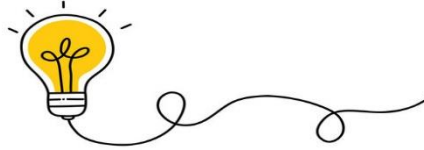


District 4-C4 2025-2026 1st Quarter Marketing “Bright Ideas” Award Recipients



Emerging Club: *A club that is building, improving, or enhancing their marketing.*

- Club name - **Bay Area Special Olympics Lions Club**
- District - **4-C4**
- Club Marketing Chair- **Club Team Effort**

The Bay Area Special Olympics Lions Club, a 15-year-old specialty club, is demonstrating powerful momentum as an emerging leader in marketing innovation. Though small in size, this club has become *small but mighty*—using creativity, determination, and modern strategies to expand their visibility and impact.

Innovative Marketing Approach

This club has developed a unique badge-based marketing and reporting system, creating social media badges that make service easy to share, recognize, and track. Their “Service-to-Badges” campaign model encourages members to highlight service activities and global cause engagement in a fun, accessible way.

Visitors can see this model in action on their Facebook page, where the club has gone from zero to full-throttle marketing, transforming their presence through consistent storytelling, training, and creative digital engagement.

Growing Through Inspiration

Seal Beach Lions served as an early inspiration, motivating the club to reach higher in both marketing and membership growth. With renewed energy, the Bay Area Special Olympics Lions Club is building a strong identity while uplifting the global causes they support.

Why They Stand Out

- Specialty club with a unique marketing model
- Launched innovative badge-driven social media tools
- Showcases service through creative storytelling
- Demonstrates rapid marketing growth through training and engagement

- Positioned for membership growth and broader community visibility

The Bay Area Special Olympics Lions Club is emerging as a marketing trailblazer—proof that when creativity meets purpose, even small clubs can lead in big ways.

- **Links showcasing their work –**

Facebook- <https://www.facebook.com/BASO.Lions?mibextid=wwXIfr&mibextid=wwXIfr>

Exceptionally Leading Club: *A club demonstrating meaningful, innovative, and exemplary marketing practices.*

Club name – **San Carlos Lions Club**

- District - **4-C4**
- Club Marketing Chair: **Club Team Effort**

The San Carlos Lions Club, one of California's historic four-digit chartered clubs, has experienced a powerful rebirth thanks to a dedicated and united marketing team. Once at risk of folding, the club revitalized itself through intentional teamwork, renewed outreach, and a commitment to rebuilding from the inside out.

Working hand-in-hand, the club's marketing leaders reignited member engagement, brought back signature events, strengthened reporting, and showcased their service with pride. Their collaborative approach not only attracted new members, but restored momentum and confidence across the entire club—proving that when Lions work together, anything is possible.

Today, San Carlos stands as a model of renewal and a GLT's dream club, demonstrating how strategic marketing and strong team spirit can revive even the most long-standing clubs and set them on a path of sustainable success.

- **Links showcasing their work –**

Facebook:

<https://www.facebook.com/profile.php?id=100025743254569&mibextid=wwXIfr&mibextid=wwXIfr>

Website: <https://www.e-clubhouse.org/sites/sancarlosca/index.php>

Submitted by

~ **Lion Maryah Tucker, District 4-C4 2nd VDG**

