**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

Role Description for District Marketing Team Lead**

**Background:**

The District Marketing Team Lead is an integral part of the district’s effort to promote Lions
service in the communities served by the district. Effective District Marketing Team Leads are
able to help to grow district and club membership by showing show the value that Lions bring
to the community and by promoting service opportunities to both Lions and non-Lions.

Role and Responsibilities:

As a District Marketing Team Lead you are automatically a part of your district’s GAT team and
the MD4 Marketing Committee. You have certain roles and responsibilities as follows:

**Encourage Club Leadership to Appoint a Marketing Chair**

We urge each club’s leadership team to designate a Lion as the *Club Marketing Chair* in the LCI portal. This role is vital to enhancing our visibility and impact.

Once assigned, the Marketing Chair will begin receiving official marketing materials and updates directly from Lions Clubs International and the MD4 Marketing Committee. These tools are designed to help promote your club’s service and outreach efforts effectively.

District leaders can highlight this action during club visitations—explaining how pairing service with strategic marketing can increase visibility, attract new members, and amplify the impact of our work in the community. Let us ensure every club has a voice that promotes the incredible service we provide.Top of FormBottom of Form

• Attend your district GAT meeting and all monthly MD4 Marketing Committee meetings

• Plan and work with District GST to help promote district service projects

• Plan and work with District GLT to train club members on marketing tools and topics

• Propose new marketing ideas and help to build and support marketing programs that

increases Lions’ visibility and membership

• Participate in any marketing trainings offered by CA1, LionsVirtual.org, Lions Forums and

others

• Volunteer to work on new and recurring MD4 Marketing Committee initiatives,

• Roll out MD4 initiatives such as MD4 Cares, Lions Float, Lions Clubs & Helen Keller

Challenge 2.0, Student Speaker Contest, Peace Poster Contest, California Lions

Foundation Grants, to your District’s GAT team members and to the clubs

• Support your District’s Endorsed Projects in content creation and promotion

• Ensure that there are Marketing Team Leads at the club level

• Raise the level of marketing expertise in clubs by training and supporting clubs in

promoting their service to the community.

• Train clubs on how to connect marketing efforts to service projects, to have a marketing

kit, on how to recruit, and on content creation

• Use content creation tools like Canva, Word, PowerPoint or Prezi, Google Apps, AI to modify or

build flyers, presentations, forms, social media content

• Use social media to gain earned reach. Try to get clubs to have a larger social media

presence.

• Connect with local press and community influencers to promote Lions service.

**Capabilities Needed to be a District Marketing Team Lead**

• Team building – This may be the most important aspect of the role. You need to build a

strong team of marketers in your district to carry out marketing programs that help grow

Lions visibility and membership

• Curiosity to explore and educate yourself – on Lions service areas, marketing programs

that are effective in other districts, content creation tools

• Public speaking – Be able to present any of the Lions service areas to the community

• High level of comfort using technology – Need or can build competence with modern

tools. Able to use content creation tools like Canva, Word, PowerPoint, Google Apps, AI

to modify or build flyers, documents, presentations, forms, shared drives, social media

content

• Training – ability to train others individually or in groups

• Analytics – Find the evidence to link marketing efforts to increased visibility for Lions or

to recruitment of new members

• Succession planning – Need to have trained individuals ready to step in after your term ends

**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**