

## **STAR CARDS BY LIONS Media Kit**



### **Lions Honoring Heroes**

**An Adopt & Adapt Service Model by the California Lions Marketing Committee**

*Inspired by the service of the Tustin Host Lions Club*

### **1. Project Overview**

**Star Cards by Lions is a dignified, hands-on service project where Lions honor heroes through respectful flag stewardship. Retired United States flags are carefully transformed into keepsake stars and presented to veterans, active-duty military personnel, and first responders as symbols of honor, gratitude, and service.**

**Rooted in appreciation—not politics—Star Cards creates powerful, personal moments of recognition while preserving the legacy of the American flag.**

**Perfect project for USA250 to bring Lions and Leos together in 2026, and beyond. Create a Statewide Star Card Summer service project in your state.**

**Simple to implement. Scalable for events. Powerful in impact.**

### **2. Why This Project Matters**

- **Honors veterans, active military, and first responders**
- **Preserves retired American flags with dignity**
- **Creates meaningful, face-to-face community engagement**
- **Brings Lions, Leos, and youth together in intergenerational service**
- **Highly visible at public events and conventions**
- **Perfect for the patriotic year 2026 and beyond**

**This is Lions honoring heroes — visibly and respectfully.**

### **3. The Adopt & Adapt Model**

**Star Cards operates under an Adopt & Adapt model by the California Lions Marketing Committee.**

**Clubs may:**

- ✓ **Customize presentation wording**
- ✓ **Adapt packaging (card stock, envelope, display)**
- ✓ **Present at local events**
- ✓ **Partner with schools, VFWs, fire departments, or city agencies**

**Clubs should:**

- **Maintain respectful flag handling**
- **Keep messaging appreciation-focused and non-political**
- **Use consistent Lions branding**

**The model ensures statewide unity with local flexibility.**

#### **4. How It Works (Simple Implementation)**

##### **Step 1 – Collect Retired Flags**

**Partner with community members or host a flag retirement drive.**

##### **Step 2 – Prepare the Stars**

**Carefully cut stars following respectful flag guidelines.**

##### **Step 3 – Attach to Card**

**Mount star on a printed card with a gratitude message.**

##### **Step 4 – Present with Honor**

**Hand-deliver at events, ceremonies, schools, or community gatherings.**

#### **5. Sample Presentation Message**

**“This star comes from a retired United States flag.  
It has flown proudly and now continues its service as a symbol of honor.  
We present this to you in gratitude for your service and sacrifice.  
Your commitment to our community and country will never be forgotten.”**

#### **6. Perfect For Public Visibility**

- **Patriotic year 2026 celebrations**
- **Memorial Day & Veterans Day events**
- **Fourth of July celebrations**
- **Community fairs and parades**
- **School assemblies**
- **Leo Day**

- Conventions (including MD4Con26)
- First responder appreciation events

Star Cards creates natural conversation, emotional connection, and positive media moments.

## 7. Media & Public Relations Toolkit

Sample Press Headline:

**Local Lions Club Honors Veterans Through Unique Flag Stewardship Project**

Press Release Opening Paragraph:

The [Club Name] Lions Club is honoring local veterans and first responders through “Star Cards by Lions,” a hands-on service project that transforms retired American flags into meaningful keepsake stars presented in gratitude for service and sacrifice.

Social Media Post:

Today we honored heroes in our community through Star Cards by Lions — transforming retired flags into symbols of gratitude. Service is seen. Sacrifice is honored. ★ #LionsHonoringHeroes #USA250 #StarCardsByLions #EverythingCaliforniaLionsService

Photo Tips:

- Capture the presentation moment
- Photograph intergenerational participation
- Include Lions branding
- Always ask permission before posting recipients

## 8. Event Booth Visibility Setup

For maximum impact:

- Display folded flags respectfully
- Have a sign: “Lions Honoring Heroes”
- Offer live demonstrations (when appropriate)
- Include Lions membership materials nearby
- Share a QR code for “Join Lions” information

This is a powerful membership conversation starter.

## 9. Supplies Checklist

- Retired American flags
- Sharp fabric scissors
- Printed Star Cards
- Mounting adhesive
- Presentation envelopes
- Table display signage
- Lions logo materials

### Optional:

- Patriotic tablecloth
- Informational handout about Lions Clubs

## 10. Brand Alignment

### This project aligns with:

- Veterans service
- Community impact
- Intergenerational engagement
- Public visibility
- Membership growth through meaningful service

Because when Lions honor heroes, communities see who we are.

## 11. Call to Action for Clubs

Adopt it.

Adapt it.

Present with honor.

Share the story.

Lions honoring heroes — one star at a time.



I was once part of the American Flag.  
I flew over America, the land of the free  
because of the brave.  
I can no longer fly; the sun and wind  
have caused me to be tattered and torn.  
Please carry me as a reminder that you  
are not forgotten. Thank you!

**Star Cards by Lions Clubs Toolbox**  
<https://bit.ly/LionsStarCards>