District 35-O

**DISTRICT COMMUNICATION PLAN**

 Club secretaries are highly encouraged to keep the membership of their individual clubs abreast of ongoing and upcoming activities within the club, the community, and/or the district through email or verbal confirmation during meetings. Club secretaries will also keep in contact with the district secretary who in turn will forward information to the other clubs in the district. Finally, the club secretaries should make changes in the information of their membership, keeping it current and up-to-date. This also applies to district officers.

 Clubs are encouraged to have a webpage and/or a Facebook page or to use free E-Clubhouse through Lions where ongoing and/or upcoming activities can be publicized. This would require each club to have a webmaster OR that each club notify the district webmaster when information needs to be posted.

 It is suggested that clubs have a periodic newsletter which will be distributed to each member, other clubs and district officers in some manner (i.e. printed or email) in which projects can be touted, members acknowledged and the club can be aware of changes and/or additions to membership. This is especially necessary for those members who are homebound, associates, part-time residents or dual members. The district should likewise have a newsletter which provides up-to-date information from the clubs in the district, furthering the cause of Lionism and the efforts of each club.

 To further improve communication within the district, the District Governor should continually provide information not only to the members of his cabinet but also to his constituents, i.e. the individual clubs and their membership. This can be achieved through emails, newsletters, personal visitation, acknowledgement of achievement, and by participation in club activities as is possible and practical.

 To have proper communication, it is important that all correspondence and phone

 calls/texts be answered or acknowledged within a reasonable period of time

 (i.e. 24-48 hours).

 It shall be noted that this district will endeavor to provide information to the visually

 impaired and blind through whatever means necessary and/or available.