

District 23B Spirit – Submission Guidelines

Communication is the core of a strong organization, and the *District 23B Spirit* is one of the ways we spread information to our members. To make it more relevant we're making a few changes in the content that will, hopefully, both inform and entertain. In doing so, we're calling upon the publicity chairperson in each club to work with their Zone Publicity Coordinator in gathering the highlights of your clubs activities for publication. We realize that this is an extra burden upon you, maybe an hour or two each quarter. We hope that you can make this effort in order to create a useful channel of information for everyone in the District.

News: Did your club just induct five new members? Did your club's pancake breakfast raise \$500? Is your LEO club holding a food drive? Let everyone know about it! Send in a news brief, up to 100 words, telling what's going on in your club. Do it right away, while the details are still fresh in your mind. If you want, you can just send in a list of bullet points and we'll write the blurb for you.

Articles: Sometimes, 100 words aren't enough to tell the tale. Write down your story, 300-600 words, and share it with the other Lions in the District. Include a photo (see below) with it, if you can. We are also looking for stories in specific categories: The scariest thing that happened to your club; the funniest thing that happened to your club; the most inspirational moment in your club; and, the moment that made being a Lion worth all the effort. Have your members write their own personal Lions stories on how being a Lion has made a difference.

Of additional interest are articles that describe how you attract new members, how you deal with dissention within the club, and how you inspire non-participating members. Believe it, or not, you're not the only club that has issues! The way in which your club overcame a problem will be helpful to other clubs in the same situation.

Photos: It's true! They're worth a thousand words. Send in photos of your club in action. A group picture of everyone who helped at the Pancake Breakfast is good. A picture of Lion President Paul trying (unsuccessfully) to flip a pancake is better. A picture of Lion Kenny standing with balloons at a fundraiser is good. A picture of him handing one to a child is better (are you starting to catch on?) Tell us where and why someone took the picture, and make sure you caption everyone in the picture (left, to right). Please don't forget to give credit to the Lion who took all the pictures and doesn't appear in a single one.

Ads: One of the ways we defray the cost of printing/distributing copies of the District Spirit is by selling ads. Clubs are always welcome to place an ad to let everyone know about upcoming events. However, did you know you can earn money for your club by selling ads to your local businesses? Sell an ad, and keep one quarter of the money for your club. Over 2000 Lions read each Spirit, and Lions support the businesses that support them.

Don't know how to create an ad? Don't have the tools to do it? Send us the information and we'll create the ad for you.

Full Page (7½ x 10) \$100

Winder Locks Lions
February 7, 2014

Time Pal-9-80 pan.

SYSTEM Secretary 7, 2014

Time Pal-9-80 pan.

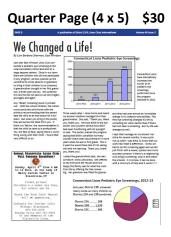
SYSTEM Secretary 7, 2014

Time Pal-9-80 pan.

SYSTEM Secretary 7, 2014

SYSTEM Secretary 8, 2014





Payment must be received by submission deadline date, or the ad won't run. You can mail payment to:

Robert Bessel Frank Longo
484 Burlington Avenue -or- 125 Main Street North, 9A
Harwinton, CT 06791 Woodbury, CT 06798

Submission Guidelines: We ask that all submissions be in .DOC, .DOCX, .TXT formats, or included in the body of an email. Ads should be .DOC, .DOCX, .JPG, .PDF or .TIF. Please note the deadline dates below and that we may edit submissions for content or length.

Deadlines: The District 23B Spirit publishes four times a year. If you plan to submit, please note the following deadlines:

August 2014 Issue—Deadline is July 10

November 2014 Issue—Deadline is October 10

January 2015 Issue—Deadline is January 10

May 2015 Issue—Deadline is April 10

Send your submissions to District23BSpirit@gmail.com