

DISTRICT



CHANGING PEOPLES LIVES

Spirit

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.

