

DISTRICT



CHANGING PEOPLES LIVES

Spirit

District 23B Spirit – Submission Guidelines

Communication is the core of a strong organization. The *District 23B Spirit*, published four times a year, is one of the ways we spread information to our members. To make it relevant we're looking for content that will, hopefully, both inform and entertain. In doing so, we're calling upon the Communications and Marketing Director in each club to gather the highlights of your club's activities for publication. We hope that you can make this effort in order to create a useful channel of information for everyone in the District.

What are we looking for?

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. If you want, you can just send in a list of bullet points and we'll write the blurb for you.

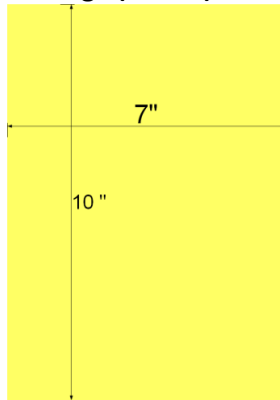
Articles: Sometimes, 100 words aren't enough to tell the tale. Write down your story, up to 350 words, and share it with the other Lions in the District. Include a photo (see below) with it, if you can. We are also looking for stories in specific categories: The scariest thing that happened to your club; 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 dissension 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.

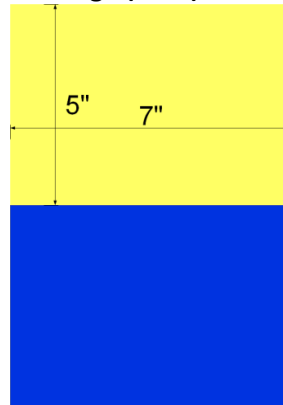
Photos: It's true! They're worth a thousand words. Send in photos of your club in action. A group picture of everyone who helped at the Pancake Breakfast is good. A picture of Lion President Paul trying (unsuccessfully) to flip a pancake is better. A picture of Lion Kenny standing with balloons at a 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. Over 2000 Lions read each Spirit, and Lions support the businesses that support them. There is no better way to reach a targeted audience!

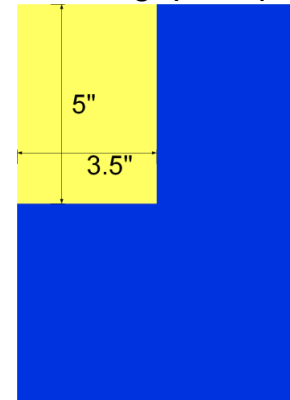
Full Page (7 x 10) \$100



Half Page (5 x 7) \$50



Quarter Page (3.5 x 5) \$30



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

Cabinet Secretary PDG Steven Daigle
27 Matthews Street
Terryville, CT 06086

Submission Guidelines: We ask that all submissions be in .DOC, .DOCX, .TXT formats, or included in the body of an email. Ads should be in .BMP, .JPG, .GIF, or .PNG formats. We cannot use files submitted in .PDF or .PUB formats. 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:

March 2018 Issue—Deadline is **February 10**
June 2018 Issue—Deadline is **May 10**
September 2018 Issue—Deadline is **August 10**
December 2018 Issue—Deadline is **November 10**

Send all submissions to District23bSpirit@gmail.com. Do not send submissions, photos, or ads to the editor's personal emails—we've lost too many submissions that way.

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Advertising Order Form

Advertiser's Name _____

Phone _____ (office)

_____ (cell)

Email Address _____

Street, City, State & Zip _____

Ad Size:

_____ Full Page (\$100) _____ Half Page (\$50) _____ Quarter Page (\$30)

Issue:

_____ March, 2018 _____ June, 2018 _____ September, 2018 _____ December, 2018

Send your ad (in .BMP, .JPG, .GIF, or .PNG formats) to: **District23bSpirit@gmail.com**

Send your check to our Treasurer:

Cabinet Treasurer PDG Steven Daigle
27 Matthews Street
Terryville, CT 06086

Thank you for your support!

Frank Longo and Bob Bessel
Publicity - Lions District 23B

Changing Peoples' Lives...for the Better!