



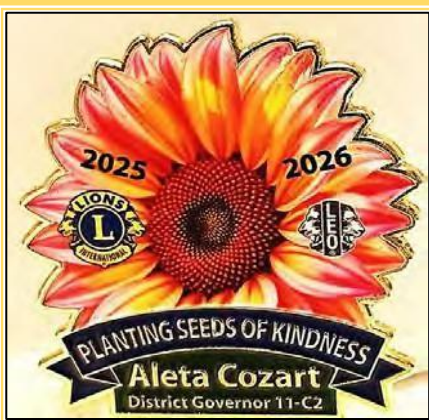
June 2026

Lions District 11-C2 Newsletter

Editor: Lion Doug Klein
lions11c2newsletter@gmail.com



From the desk of the Governor



2025-2026 District Officers

Governor: Lion Aleta Cozart
1st Vice Gov.: Lion Kenny Kinsey
2nd Vice Gov.: Lion Chuck Vasilion
Secretary: Lion Denise Temple
Treasurer: Lion Robert Phillips
IPDG: Lion Carl Cozart

2025-2026 Zone Chairs

R1-Z1: Lion David Grimes
R1-Z2: Lion Carl Cozart
R2-Z1: Lion Blaine Lafler
R2-Z2: Lion Curtis Sonnenberg
R3-Z1: Lion Mark Jorgenson
R3-Z2: Lion Eileen Delaney
R4-Z1: Lion Chrissy Andre



DG Aleta Cozart 989-277-2833
gonehunting35@yahoo.com

AH! MY LAST ARTICLE ...AS GOVERNOR

Some Lions may know that this coming year I will be District 11C-2's GST. What does that mean? My primary focus will be on service. I will also hold the position of district administrator (plus, anything else Gov. Kenny may need). I think these two positions kind of go together. So, I will be around to visit clubs and help any way I can with your service projects. I think included in these projects is the reporting of them.

I appreciate seeing clubs report on FB, and I think this encourages more public support, but it is just a visual story. My fellow governor and friend Karen Joy wrote a very profound article explaining about reporting service and I would like to share a few paragraphs of it here:

The report becomes the record. The record becomes the legacy.

This isn't about perfection. It was never meant to be. It's about consistency—about taking a moment after the work is done to say, "This happened. This mattered."

The numbers do not replace the story; they hold its shape long enough for someone else to find it. So perhaps the invitation is simple. Not a demand, not another task added to an already full plate, but a shift in how we see the act itself. Instead of "I have to report this," it becomes, "I get to preserve this."

A small act of recording becomes an act of honoring—of the time given, the people served, and the care you extended into the world.

We serve. That is who we are. And when we take the time to record that service, we ensure that the story does not end with us, but continues—visible, measurable, and ready for the next Lion to carry forward.



Contents:

- Lions Club News from Around the District
- Upcoming Lions Events and Programs
- Photos of Lions of Michigan State Convention in Bellaire
- Bear Lake Camp Support Opportunities
- Posting Compelling Facebook Posts

Places of Interest:

- [Lion PRIDE State Magazine](#)
- [District Web Site](#)
- [Past District Newsletters](#)
- [Lions of Michigan Foundation](#)
- [Lions of Michigan](#)
- [Lions Clubs International](#)
- [Lions of Michigan YouTube Channel](#)

Bit of Wisdom



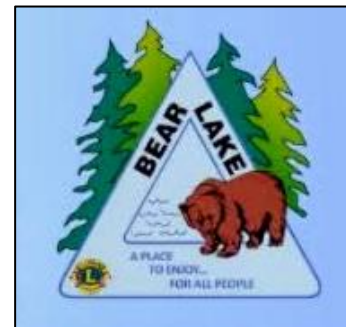


We know this is a bit early, but we are eager to share the news with all of you about some upcoming District 11-C2 summer fun!

Our Lions of Michigan District 11-C2 Lions Clubs will officially launch the upcoming Lions year with a special event focused on leadership, fellowship, and hands-on community service on Sunday, August 9, 2026 at Bear Lake Camp. Rather than holding a traditional cabinet meeting, incoming District Governor Kenny Kinsey is bringing our Lions together for a special day that combines the installation of district officers with a meaningful service project benefiting Bear Lake Camp and its mission.

“This event represents the spirit of Lionism,” says incoming District Governor Kenny Kinsey. “We are beginning this year not simply with meetings and reports, but by serving together and strengthening the friendships and partnerships that make our district successful.” The event will include:

- Official installation of district officers
- A service project supporting Bear Lake Camp
- Fellowship opportunities for Lions across the district
- Planning and inspiration for the upcoming Lions year



The August 9th gathering reflects the district’s commitment to service, leadership development, and community impact while setting the tone for an active and engaging year ahead. In addition to promoting service throughout the district, District Governor Kenny Kinsey will also introduce a special Lions Clubs International Foundation (LCIF) fundraising initiative during club visits throughout the year.

For more information about the August 9 event or any 2026-2027 District activities, please contact:

DGE
Kenny Kinsey
989-307-9749

or

CSE
Chrissy Andre
989-627-3808

...at the Lions of Michigan State Convention held May 14-16, 2026





America 250 Memorial Day Parade in Washington DC

Direct from my TV set: I was checking out the America 250 shows on C-SPAN and guess what I saw? LIONS ON PARADE. On May 25, 2026 the largest Memorial Day Parade in the United States took place on the streets of Washington, DC. Lions MD22 represented Lions International to promote the Lions 2027 International Convention. Perhaps you heard that this year's Hong Kong International Convention will not have a parade, but these East-Coast Lions assure us that the parade will return to the convention in 2027. The C-SPAN commentators spoke kindly of Lions for almost five minutes. Those Lions participating in the parade who were veterans wore a special red, white, and blue sash!





Around the District



Mason Lions Club

Lions Club President Terry Blauvelt presented graduating Mason High School seniors with scholarships honoring Lions “Bud” Swinehart, Ray Collar, and Stan Jordan on May 13, 2026.



Eaton Rapids Lions Club

ER Lions Club is proud of Lion Jeremy Leik for receiving this year’s Doug Stevenson Award from the Eaton Rapids Area Chamber of Commerce! Congratulations Lion Jeremy!



Grand Ledge Lions Club

We recently had the privilege of hearing from the Executive Director of the Grand Ledge Chamber of Commerce, Laura Guild, who inspired and informed us all about the many wonderful things the Chamber does for our community. She warmly welcomed our organization and expressed her support in helping share the great work our chapter is doing. It was a wonderful reminder that we are all working together for the betterment of the Grand Ledge community and its residents. Partnerships like these strengthen our ability to serve, connect, and make a positive impact throughout our community.

Owosso Lions Club

It was an honor to meet Ms. Amber Arend and award her with a check to buy more books for her classroom at Elsa Meyer Elementary School. Ms. Arend was selected from a group of many nominees. Congratulations Ms. Arend!





Vermontville Lions Club

Vermontville Lions Club donated U.S. Flags to the Village. Vermontville Lion Brenda Hoard presented Village of Vermontville DPW Supervisor Chris Rumsey with the flags.

COMMUNICATING WITH LIONS,
YOU MUST BE

INTENTIONAL, REPETITIVE, AND EXHAUSTIVE:

-  USE EVERY COMMUNICATION PLATFORM AVAILABLE.
-  REPEAT IMPORTANT MESSAGES MORE THAN ONCE.
-  MAKE YOUR MESSAGE CLEAR, SIMPLE, AND IMPOSSIBLE TO MISS.



Durand Lions Club

The winners of our annual RR Days raffle were: 1st prize Valerie Kuernle of Durand won a Henry Golden Boy 22 rifle....2nd prize Lloyd Kilbreath of Durand won the bear wood carving.....3rd prize Kim Rodgers of Grand Blanc won the owl wood carving....4th prize Todd Acker of Linden won the Riverside Market gift card. The Durand Lions sincerely thanks those who participated in this year's raffle. We will be using the proceeds to help fund the various community service projects we help support.



Did you know that volunteering time makes you feel like you have more time?




District 11-C2 Honor Guard at MD11 State Convention Renaissance Dinner

Carrying the banner “standard” for our District in a procession into the Renaissance Dinner on May 15, 2026 were IPDG Carl Cozart, CC Becky Hamilton, Lions Doug Klein, and DG Aleta Cozart. We encouraged all revelers to shout: “All Hail, Queen Becky!”



Around the District

Mason Lions Club

On Wednesday, May 27, 2026, Melissa Oesterle of the Mason Promise Scholarship updated the members on recent developments. President Terry Blauvelt presented her group with a \$500 donation.



Hartland Lions Club

PDG Kurt Stromlund was with Lions Vyte Snapstys Paquette and Angela Yarber screening kids at the Hartland Fire Department's Chase Event.

Grand Ledge Lions Club

Here are a few photos from GL Lions' final dinner meeting of the 2025-2026 Lions. Thank you to everyone who joined the Club throughout the year and helped make our meetings, projects, and service efforts such a success.

The club will reconvene in September and continue meeting on the second and fourth Tuesday of each month at Dart Bank. Mark your calendars, save the date, and join us this fall as we continue serving the Grand Ledge community together!



KINDNESS STARTS
With you.



MASON FAMILY EYE CARE IS PROUD TO SUPPORT THE LIONS CLUB BY OFFERING A DONATION BOX FOR GENTLY USED EYEGLASSES, CASES, AND HEARING AIDS.



[HTTPS://WWW.LIONSCLUBS.ORG/EN/EXPLOR E-OUR-CLUBS/EYEGLASSES-AND-HEARING-AIDS-RECYCLING](https://www.lionsclubs.org/en/explorer-our-clubs/eyeglasses-and-hearing-aids-recycling)

Mason Lions Club

Community partner Mason Family Eye Care put together a handout and poster promoting eyeglasses and hearing aid donation at their Mason location. Thanks go to the great folks at Mason Family Eye Care for coming up with this idea!

DeWitt Lions Club

White Cane News! Eight Lions: Sharon Debar, Tom Doyle, Mark Helinski, Greg Houghtaling, Jon Jorgenson, Jim Kraft, Jim Rundborg and George Walter worked a total of 26 hours the weekend of Friday May 1 and Saturday May 2 and collected a total of \$2,400. DeWitt area residents were giving and supportive of White Cane and the weather was at least dry.

Around the
District



Mason Lions Club

Members of the Mason Lions Club serve the local community through their annual flower planting on the State Street Bridge. Lions Jenni Jordan, Jeff VanEenaam, Dave Scutt, Lynne Mark, Cyndi Mark, and Rich Bailey participated in this year's service project.



Around the District



Volunteer Request: 11-C2 KidSight Vision Screening

The annual 11-C2 KidSight Vision Screening will take place during Potter Park Zoo Days on July 7 and 8. I am looking for volunteers to help on both days, and any amount of time you can offer would be greatly appreciated. Volunteer Opportunities:

- Operate the vision screening camera
- Assist with paperwork
- Help outside by inviting families with children to participate

Event Schedule: We plan to arrive at approximately 8:30 a.m. and finish by 4:00 p.m., weather permitting. (Please note that PDG Lloyd will be out of town and unavailable.)



CONTACT: PDG Ted Hamilton trham1960@aol.com



Owosso Lions Club

What a great evening serving with members of our Lions of Michigan All State Band! Proceeds will help these members get to the Lion's International Convention in Hong Kong this summer!



Around the District

St. Johns Lions Club

Another productive meeting of the St. Johns Lions Club on May 14 with a little bit of fun thrown in. Eighteen members and two guests were in attendance at Main Street Cafe. Lion Marilyn Witter kicked off the meeting by performing a ceremony to induct 2026-2027 club officers, effective July 1. They are:

- President - Dean Hartenburg
- 1st Vice President - Carrie Hartenburg
- 2nd Vice President - Pauline Baert
- Secretary - Gloria Carnicom
- Treasurer - Nancy Presocki
- Assistant Treasurer - Kim Chapko
- One-Year Director - Bob Jansen
- Two-Year Director & LCIF/LMF Coordinator - Duane Witter PDG
- Membership Chair - Laurie Blackmer
- Tail-Twister - John Triantaflos
- Lion Tamer - Nancy Baker



Tail-twister Lion John Triantaflos followed the ceremony by sharing answers to a "What Lion Said This" game based on information shared by members in a survey from a few months ago to gauge their interests and concerns. Lion Carrie Hartenburg had the most correct answers and was awarded a cute stuffed Lion. After members completed discussing a long agenda of business items, Lion Duane Witter PDG thanked those who worked at a very successful 50/50 raffle fundraiser that was held at Owosso Speedway on May 9. He presented each with a pretty bag with what they thought was a gift. Turns out the bags were full of losing raffle tickets. In return, members showered him with those tickets that he had to help clean up.

Finally, Lion Cheryl Hickey, a recipient of the "Leo the Lion" award in January, passed on the traveling trophy to another deserving member. She presented it to Lion Gloria Carnicom who Lion Cheryl said has demonstrated exceptional service. She serves as secretary, newsletter editor, and social media manager, represents the club at district Lions meetings and conferences, chairs the annual white cane sale, manages the Lions food trailer, coordinates the community service scholarship program, and volunteers for every club fundraiser and project.

Lions of Michigan MD11

On Saturday, May 16, 2026 at the Lions of Michigan State Convention, Lion Doug Klein was surprised to receive the 2026 "Roger LaMothe Outstanding District Editor Award." He extended his thanks to his Mason Lions Club, District 11-C2, and to PDG Ray Robbins and PDG Karen Routson for their support and assistance.

Roger LaMothe Outstanding District Editor Award

This year's award is presented to Lion Doug Klein, MD 11 C2, for not only being on top of communications with the Lions in the district through the newsletter, but for additional programs through Public Relations and Social Media.

Lion Doug also is very helpful about teaching fellow Lions anything they need to know about writing their article. Not only is he the newsletter editor, but he also heads the committee for publications and . He not only teaches Lions in his own district, but he will also travel to teach Lions in other districts as well.



Around the District



Durand Lions Club

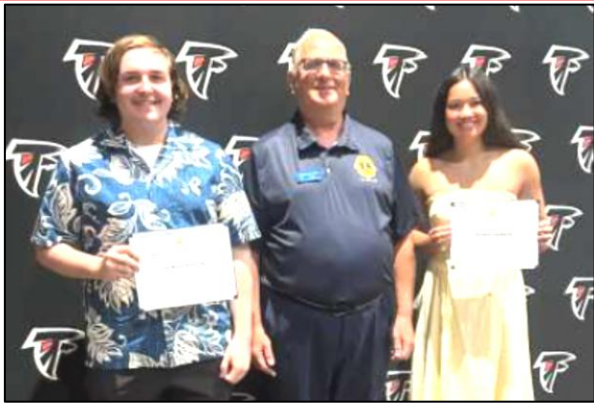
The Durand Lions had a visit from Bancroft resident and Morrice student James Baur as he is working on his promotion to Eagle Scout by creating a program to purchase supplies and refurbish instruments for the Morrice Schools Band program. The Durand Lions are proud to support his efforts. Mr Baur is shown here with Durand Lions Club President Lew Deisler.



CC Champions

Feeling fabulous with Lions Brent Beracy, Kenny Kinsey, and Nicole Brzak at Lansing Lugnuts. CC Champs were covering the Paramount lot while our Special Olympics Area 28 athletes compete at Summer Games! Go Team!!

Around the District



St. Johns Lions Club

Lion Dean Hartenburg was privileged to present \$500 Community Service Scholarships to two St. Johns High School seniors on May 27. The recipients are Rachel Jackson and Jackson Daman. Both excelled academically and dedicated many hours to community service activities.



Hartland Lions Club

Hartland Lions Working Hartland's Memorial Day Parade: left to right PDG Kurt, Lion Vyte, and Lion Tracy.



St. Johns Lions Club

It was an exciting night at the Owosso Speedway on May 9 where the club held a 50-50 raffle fundraiser. It was a little windy, but there was no rain in sight and a great crowd who were generous. Thank you to Owosso Speedway for hosting the club, especially owners Rex and Sarah Wheeler for allowing the club to conduct the raffle. The staff was courteous and very helpful in promoting the fundraiser throughout the evening. Thank you also to the twelve volunteers identified below for working at the gate, in the stands, and in the pit area, selling raffle tickets. One lucky winner walked away with a substantial prize and the club's split of the ticket sale proceeds will help support more projects in the St. Johns community. Volunteers: Lions Duane Witter PDG (Chair), Marilyn Witter (Co-Chair), Nancy Baker, Laurie Blackmer and daughter, Morgan Ballinger, Gloria Carnicom, Kim Chapko and husband, Mark Chapko, Dean Hartenburg and niece Hannah Hartenburg, Cheryl Hickey, and Aleisha Wenzlick Special thanks to Lions Duane Witter PDG and Marilyn Witter, 50-50 Raffle Chair and Co-Chair, respectively, who did a fantastic job coordinating the successful fundraiser.



Delta DeWitt Ledges Lioness Lions Club

Delta DeWitt Ledges Lioness Lions welcomed their newest member, Donna Reyes (center) sponsored by Lion Vicki White (right) at their May meeting.



**READ ALL
ABOUT IT –
ONLINE!**



Please be aware that the State Magazine **Lion Pride** (paid for by part of your State dues) is always available by online access. We have phased out the publication being printed, mailed, or e-mailed. This direction is being taken due to the rising cost of printing and postage. For easy access to your full color .pdf version, please download the **Pride** online through the www.lionsofmi.com website.

However, our Lions of Michigan District 11-C2 still plans to continue to e-mail its monthly newsletter to all Lions in the district with a valid e-mail address.

For additions or corrections to e-mail addresses, e-mail our IT Chair at rayrobins9998457@gmail.com. "Ray Robins" <rayrobins9998457@gmail.com>, "Ray Robins" <RaymondLRobins@yahoo.com> The district newsletter is also available online at [District Newsletters](#) or <http://www.e-district.org/sites/11c2/page-6.php>.

UPCOMING LIONS OF MICHIGAN EVENTS

July 3-7, 2026

LCI Convention Hong Kong China

September 3 - 5, 2026

USA/Canada Forum Memphis, TN

November 6-8, 2026

[Lions of Michigan Leadership Institute](#)

Roscommon, MI

Check Lions of Michigan website for updates &
additional information:

www.lionsofmi.com



Lions Clubs International
FOUNDATION

We have only one month remaining in the 2025-26 Lions year. Clubs everywhere are rushing to finish up projects and start new plans. This year's officers may be counting the days until their term ends. Next year's officers are observing and reading up to learn about their duties for next year.

As you form next year's leadership team, remember to include an LCIF Chairperson. Often this will be the current Club President (next year's Immediate Past President). While this is a tradition, it is not a mandate. If there is someone else who would like the role, that person can assume it.

Regardless of who becomes your LCIF Chair, be sure to report that on the LCI portal so they get timely notices of LCIF news. Thank you!

Several clubs have donated enough money that they can name Melvin Jones Fellows. If you want to know your club's status, just email me and I can bring you up to date.

Thank you, thank you, thank you! to individuals and clubs who've been able donate to the Lions Clubs International Foundation this Lions year! Your donations help in our causes around the world, including right here in our own district.

There are many worthy organizations asking us to part with our hard-earned money. If your circumstances allow, please consider including a donation to the Lions Clubs International Foundation in your giving. Every dollar helps!

Thank you! 😊

PDG Karen Routson
District 11-C2 LCIF Coordinator
KarenRoutson@yahoo.com

Michigan Lions –



Take advantage of an opportunity to have your Lions hear in-person about how to put more of their Lions Club service on local TV and other media to attract members. Through June 2027, our Lions of Michigan PR/Marketing Chair Doug Klein is available to speak for free at your meetings, conferences and conventions.

Lions will learn how to assemble and use their own publicity toolkit - a practical easy guide to crafting compelling stories about a club's service activities and effectively engaging with local news media.



<https://frb.gy/2djy85>



You may schedule a short talk for a club meeting, a longer breakout session, or even a two-hour workshop - for free. Just e-mail Lion Doug at douglein@usa.net or call him at (517) 775-8601 to check current availability and to reserve.

Looking forward to talking with the Brighton Lions Club in August 2026!





"Expanding Hope by Taking a Bold Step to End Hunger"

**Lions of Michigan District 11-C2
Hunger Grant Initiative**



April 8, 2026

To: The Lions of District 11-C2
From: The District 11-C2 Hunger Grant Committee
Regarding: The district project for Helping Hands Food Pantry

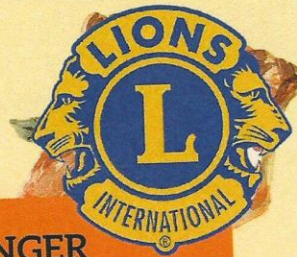
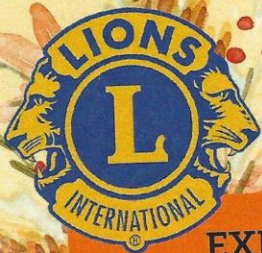
In February of 2026, District 11-C2 applied to LCIF for a Hunger Grant to benefit the Helping Hands Food Pantry. The grant request for \$52,390 was approved in March. The funds will be used to purchase and install a new walk-in refrigerator and freezer. This is part of a \$428,000 pantry expansion project. Under the terms of the grant LCIF will provide 75% of the funding, while clubs throughout our district are expected to work together to provide the remaining 25%.

The district's financial obligation is \$13,090, which must be raised by November 1, 2026. While that may seem like an ambitious figure, if each club within the district contributes in some way, it is a very realistic goal. Thank you to the clubs that have already started planning and implementing fundraising efforts!

The major fundraising event for the LCIF Hunger Grant project will be a benefit dinner on September 25, at the Eaton County Senior Center in Charlotte. In addition to the dinner, there will be live music and a silent auction. See details below:

- This packet contains: Tickets for 1 table of 8 (\$180), 6 individual tickets (\$25 each), two flyers for posting in the community, and an envelope to return tickets and/or cash.
- The table of 8 tickets is printed with the Lions logo, individual tickets have no logo.
- **Tickets and/or cash need to be returned by September 1, 2026**
- Each club has an opportunity to help a food pantry in their community. Fill out the back of the tickets and \$5 for each ticket sold by the club will be donated to the food pantry of the clubs choosing.
- See the enclosed flyer for complete information regarding the dinner.
- ***Please begin collecting items for the silent auction!***
- **To request additional tickets or for more information please call or text: 269-919-2806.**

***Thank you for your willingness to serve!
By working together we can make a difference.***



EXPAND HOPE TAKING A BOLD STEP TO END HUNGER

LIONS OF DISTRICT 11-C2 INVITE YOU TO A
BENEFIT DINNER FOR HELPING HANDS FOOD PANTRY

At the Eaton Area Senior Center
804 Cochran Road, Charlotte, MI 48813

HELPING
HANDS
FOOD PANTRY

Friday September, 25th

HELPING
HANDS
FOOD PANTRY

5-6 p.m. Tour of new addition and Hors d'oeuvres
Helping Hands Food Pantry
621 Jefferson St., Charlotte, Michigan 48813

6 p.m. Doors open - 6:30pm Dinner
804 Cochran Road, Charlotte, MI 48813

Pork Loin Dinner - Live Music - Silent Auction - 50/50 Raffle

Tickets available at the Eaton Area Senior Center...or ask a Lion

\$25 each or \$180 Table of 8

Checks payable to: Lions 11-C2

Call or text 269-919-2806 for more information

LIONS BEAR LAKE CAMP OPEN HOUSE



JUNE 28TH, 2026
2:00 PM – 5:00 PM

Tour Camp
Meet the Staff
Family Friendly Event
Snacks Provided

RSVP Online or contact:



810-245-0726

info@bearlakecamp.org



BEARLAKECAMP.ORG



LIONS BEAR LAKE CAMP PANTRY CHALLENGE



Stock the Shelves. Support the Mission. Make an Impact.

WHAT WE NEED FROM YOU

Lions Clubs and Individuals are invited to come together and help stock our kitchen with specific, high-use items that directly support our campers. These are not general donations. These are the exact items we rely on every single day.

IMPORTANT GUIDELINES – PLEASE READ

Items must be NEW and recently purchased
NO expired, dented, or damaged items
Must match EXACT sizes and descriptions
Preferred store: Gordon Food Service (GFS)

#10 CANS (FOODSERVICE SIZE ONLY)

(preferably in cases of 6)

- #10 Cans Diced Pineapple
- #10 Cans Applesauce
- #10 Cans Mandarin Oranges
- #10 Cans Green Beans
- #10 Cans Carrots
- #10 Cans Mixed Fruit
- #10 Cans Apple Pie Filling
- #10 Cans Cherry Pie Filling
- #10 Cans Blueberry Pie Filling
- #10 Cans Spaghetti Sauce
- #10 Cans Salsa
- #10 Cans Chickpeas
- 50 Ounce Cans Cream of Chicken Soup
- 50 Ounce Cans Tomato Soup

INDIVIDUAL SNACK ITEMS (SNACK SIZE ONLY)

- Regular Lays Chips – Snack Size Bags
- Fritos – Snack Size Bags
- Lays Barbeque Chips – Snack Size Bags
- Oreos – Individual Serving Snack Packs
- Animal Crackers – Individual Serving Snack Packs
- Rice Krispie Treats – Individual Snack Bars
- Goldfish – Individual Snack Size Bags
- Fruit Snacks – Individual Serving Bags

DRINKS

- Non-Perishable Juice Boxes –
40 Count Cases Only

S'MORES & TREATS

- Hershey Chocolate Bars – Full Size
- Graham Crackers – Full Boxes
- Marshmallows – Regular Size Bags

To coordinate drop off of donations contact:

Traci Tribley traci@bearlakecamp.org

Chrissy Andre chrissy@bearlakecamp.org

JOIN US FOR OUR 5TH ANNUAL
LIONS BEAR LAKE CAMP
FUNDRAISER
BASEBALL GAME



FRIDAY
JUNE 12TH



TICKETS
\$41*
* includes fees

Scan For
Ticket Info



WOOLY
MAMMOTHS
VS
BEAVERS

BBQ is 6-7:30
Drinks are through
the 7th inning

JIMMY JOHNS FIELD

GAME STARTS 7:05 PM | FREE PARKING

\$10 DONATED BACK TO LIONS BEAR LAKE CAMP FOR EVERY TICKET SOLD

INCLUDES: ALL AMERICAN BBQ BUFFET 6-7:30

2 DRINK CREDITS-FIREWORKS-KIDS RUN THE BASES

7171 AUBURN RD UTICA
FREE PARKING/SHUTTLE



Laingsburg & Ovid Lions Clubs

2026 Golf Outing - 4 Person Scramble

Saturday, August 8

9:00 AM - Shotgun Start

Pine Hills Golf Course

6603 Woodbury Rd.

Laingsburg, Michigan

www.pinehillsmi.com

\$65.00 Each - 18 Holes & Cart

Burgers & sides

Raffle Prizes & Skins Game

All Alcoholic Beverages Must Be Purchased On-site

FOR MORE INFORMATION

TERRY FRAIDENBURG

terryforegolf@gmail.com - 517-881-6315

MARY PERRIEN

perrien41@msn.com - 989-251-8517

ALL PROCEEDS BENEFIT



**LIONS OF MICHIGAN
FOUNDATION**

www.lmsf.net



BEAR LAKE CAMP

www.bearlakecamp.org

2026 GOLF OUTING REGISTRATION FORM

Name: _____ Phone: _____ Email: _____

Name: _____ Phone: _____ Email: _____

Name: _____ Phone: _____ Email: _____

Name: _____ Phone: _____ Email: _____

Make Checks Payable To: **LAINGSBURG LIONS CLUB**

Send Payments To: 6858 Victoria Shore Dr. - Laingsburg, MI 48848

You can pay with Venmo - @TERRYFOREGOLF

*** DEADLINE - AUGUST 1 2026 ***



THE EATON RAPIDS LIONS CLUB AND
EATON RAPIDS FIRE DEPARTMENT

23RD ANNUAL GOLF OUTING



CHANCE TO
WIN A NEW
CAR LEASE!

SATURDAY

SEPT 12, 2026

AT ELDORADO GOLF COURSE
3750 W HOWELL RD. MASON, MI

First Hole in One on White
#6

Check-in: 8:30am
Shotgun starts 10:00am

\$80 - Per Player
\$320 - 4 Players

Includes 1 half-cart, light breakfast, hot
dog at the turn, awards dinner

Contact:

Roger McNutt 517-719-0288

Brent Beracy 989-847-2803

Scott Perry 517-663-8226

Lou Klinger 517-282-9904

"We Serve"



Create Attention-Getting Facebook Posts

by Lion Doug Klein, APR, CTA

Facebook pages remain one of the most powerful tools Lions Clubs have for sharing service, recruiting members, promoting events, and telling the story of Lionism to our local communities. Reposts from those same pages to local groups or to other community pages spread those messages even further.

Reposts may also be made from those Lions Club pages to Lions groups that will allow you to share what you are doing in your communities with your district and state Lions. Turning those posts into Lions Portal Service Reports may also share your information with curious Lions after the fact.

However, with thousands of posts and reposts competing for attention every day, simply posting a photo and a sentence is no longer enough. The goal of a Facebook post (and one shared to Instagram) is simple: stop people from scrolling and encourage them to engage with a like or a comment.

First, some reality. The algorithm won't show you everything you want when you want to see it. It won't let others see what you want them to see all the time either. Since that is really the nature of selective processes for all communication and publicity, we just have to live with it! Also, remember that when people repost your original Facebook post, the comments and answers to questions that follow a repost disappear.

Just try to control what you can. Constant monitoring is needed to weed out unwanted comments and group members who don't qualify. Conversations that breed pro and con positions that may devolve into snarky shouting matches usually need to be quashed. Remember our maxim: "Kindness Matters!"

So then, what are the elements of a strong Facebook post? The best-performing Lions posts often start with a strong photo, video, or graphic. Facebook is a visual platform and the first thing people notice is often the image or video. Show smiling volunteers in action, before-and-after photos of service projects, community members being helped, group photos that show energy and enthusiasm, and/or short videos (15–60 seconds).

Avoid dark, blurry, or distant photos. A clear image of people making a difference will always outperform a picture of a meeting room. When possible, avoid the standard "grip and grin" or police lineup" photo types.

Write a Powerful First Sentence. Facebook only shows a few lines before people must click "See More." Instead of writing: *"The Lions Club held its monthly service project Saturday."* Try: "More than 200 local children started the school year with supplies thanks to Lions volunteers this weekend!" Lead with the impact, not the process. If there are people able to be identified in a photo, please include their names into the narrative if possible.

Tell a Story. People connect with stories and people more than statistics. Rather than listing activities, explain: "Who was helped?", "What challenge was addressed?", "How did Lions make a difference?", or "Why does it matter?" For example: *"When Sarah arrived at the vision screening, she didn't realize she needed glasses. Thanks to our Lions volunteers, she received a referral that could improve her success in school."* Stories create emotional connections and inspire sharing.

When your posts highlight real people, real service, and real impact, you won't just get more likes—you'll inspire future volunteers, partners, and members to join us in our mission to serve. Tell your Lions story well, and your community will listen.



Lion Doug Klein regularly passes along tips to help your Lions Club sharpen its public relations and marketing efforts. He has been a member of the Mason, Michigan Lions Club since he retired in 2018 as a Lansing Community College adjunct professor of public relations, communication, business, and marketing. He is currently serving as Mason Lions Club Secretary, District 11-C2 Public Relations/Marketing and Newsletter Chair, and MD11 State PR / Information and Marketing Chair. A member of the Public Relations Society of America since 1996, he has held their prestigious APR designation (Accreditation in Public Relations) since 1996. He was inducted into the American Marketing Association's national honorary Alpha Mu Alpha in 2012. Contact him with any public relations or marketing questions at (517) 775-8601 or at dougklein@usa.net by email.