



February 2024

Lions District 11-C2 Newsletter

Editor: Lion Robert Tetzlaff PDG



From the desk of the Governor



Hope the New Year is starting off on a great note for our 11-C2 Lions!

January 4, I was invited to visit the Holt Lions at the Delhi Café. Their club is staying very active helping their community, and some of their members are involved with the 11C2 District leadership team. We had a great meal, and they presented me with a "Hula Girl" for my truck dashboard!

(might have something to do with my Halloween costume at October's Cabinet meeting)

January 5, I sat in on our GLT Chair PDG Brent's virtual Zoom training for Club Secretaries. It was a very informative session, and even a past secretary like myself picked up some new tools to aid in the Club Secretary work bench. There was also a January 11 session for club Treasurers, and another virtual session on January 19 for Club Presidents and Vice Presidents. Great job PDG Brent!

January 6 brought on some real nasty weather, which led to the decision to suspend the 11-C2 Cabinet Meeting Breakfast at the Perry VFW, and instead go to a Zoom Call format. The Zoom meeting went off pretty well, thanks to some hard work by our District I/T Chair Ray Robins and Cabinet Secretary Becky!

[Continue](#)



February 14, 2024



District 11-C2 Officers

- Governor: Lion Ted Hamilton
- 1st Vice Gov.: Lion Carl Cozart
- 2nd Vice Gov.: Vacant
- Secretary: Lion Becky Hamilton PDG
- Treasurer: Lion Robert Phillips
- IPDG: Lion Traci Tribley

Zone Chairs

- R1-Z1: Lion Jenny Stromlund
- R1-Z2: Lion Aleta Cozart
- R2-Z1: Lion Blaine Lafler
- R2-Z2: Lion Kenny Kinsey
- R3-Z1: Lion Michael O'Bryant
- R3-Z2: Lion Eileen Delaney
- R4-Z1: Lion Wendy Mater

Places of Interest

- [Lions District Web Site](#)
- [District Newsletters](#)
- [Lions of Michigan Foundation](#)
- [Lions of Michigan](#)
- [Lions Clubs International](#)
- [Lions of Michigan YouTube Channel](#)

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[Lions of Michigan Defense Against Diabetes](#)

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[GLT Report](#)

Bit of Wisdom

Failure is not the opposite of success - it's PART OF success.

Continued from the Governor

January 8 found PDG Lloyd Kilbreath, PDG Ray Robins, PDG Brent Beracy, PDG Becky, R3Z1 ZC Mike O'Bryant, ZC R2Z1 Blaine Laffler and myself at the Elsie Lions Wild Game Dinner. Also in attendance were Lions from Durand, Holt, Ashley and Ovid. Folks from around the area brought a home cooked wild game passing dish, and a representative from Commemorative Bucks of Michigan gave a nice presentation. A nice fundraiser for the Elsie Lions, selling raffle prizes and a 50/50!

January 11, PDG Lloyd and myself worked with Bancroft Lioness Lion Denise Temple and Shiawassee County Respite organization to move a motorized wheel chair to a husband/wife in the Owosso area.

January 11 was my Durand Lions Club regular meeting, where I had the honor of inducting our son Phil Hamilton into the Durand Lions Club.

Your 11-C2 Celebration of Service committee (PDG Traci Tribley, Lion Chrissy Andre, Lion Karen Keto-la, Lion Sheri March, Lion Kathy Kilbreath, Lion Jenny Stromlund, Lion Martha Owens, PDG Becky and myself) have been working hard in the background preparing for the March 8-9 convention at the Comstock Inn in Owosso. We will have a District wide service project Friday night March 8 packing bags with necessities for the SafeCenter to their clients surviving domestic and sexual abuse. The Hospitality Suite is later that evening, and the 11-C2 convention will be held Saturday March 9.

We would love to see you all there, to welcome our special guest I.D. Lee Vrieze and wife Lion Mary from Wisconsin!

PDG Becky and I are taking a well-deserved break to Florida, the last 2 weeks of January. See you all in February!

Invite me to visit your club! Best regards always.

Lion Ted Hamilton DG

REMINDERS FROM THE CELEBRATION OF SERVICE COMMITTEE

We are less than six weeks from our March 8 - 9 Celebration of Service event, formerly known as the District Convention.

If you are planning to attend any of the events, please fill out and email or mail your registration form to DG Ted Hamilton, 9995 S Byron Rd, Durand MI 48429, or email trham1960@aol.com or bbthebb2004@yahoo.com. Remember to submit registration forms for any family members/friends who will be attending the memorial service for the deceased Lions.

An email has been sent out from Lion Jenny Stromlund pertaining to our service project for Safecenter. Please get with Lion Jenny to let her know what items your club will be bringing to the Friday night service project.

DG Ted and the whole committee look forward to a fun event, and we can't wait to see you and serve with you!



February 19, 2024

Laingsburg Lions



On January 16 Laingsburg Lions served 152 free meals for the community on this cold and icy night. We had a packed house at the American Legion.

Our next spaghetti dinner will be February 20th from 5-7pm at the Legion.



Ed Arthur, Cindy Arthur, Lori Leonard, Chuck Ross, Del Dreja, Bekaf Allen and Justin Allen.

DeWitt Lions

Lion George Walter introduced Mrs Audry Fabus who gave the den a history and updates of the **DeWitt Community Christmas Basket Program**. She has been part of the effort for 47 years that was started by the **DeWitt Host Lions Club** and worked from the basement of one of the members delivering groceries and children clothes and toys. Over the years they have worked from various locations and now use the DeWitt City Fire Station. Schools have food drives and "Stuff a bus" to collect items. Names of families to be SERVED are collected from school counselors and limited to Clinton County residents.

There have been 15 - 20 families helped in the past few years. She said many of the "delivery Santas" were from the Lions Club. Delivery will be December 14, 2024.

Excess collected food is given to local church food banks.

Around The District



Durand Lions



Lions Lew Deisler, Phil Hamilton, Ted Hamilton DG

Durand Lions President Lew Deisler and DG Ted Hamilton induct Lion Phil Hamilton into the Club

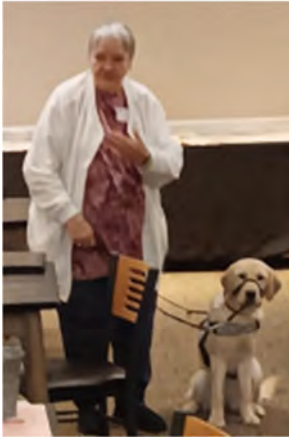
Lansing Capital Lioness Lions



A special thanks to Bretton Woods Lions Club for their warm hat/glove donations and to Michigan Lions District 11C2, Zone 4 clubs of Bancroft Lioness Lions & Delta DeWitt Ledges Lioness Lions for their busy hands assembling holiday stockings of personal needs & a bit of fun. Recipients who benefit this year are the Davies Project, the Small Children's Clothes Closet hosted by Pilgrim Congregational United Church of Christ and **EVE** (Ending Violent Encounters).



Mason Lions



Lion Eileen Delaney

Lions Eileen and Steve Delaney of the Holt Lions Club were guests at the Mason Lions Club meeting on Wednesday, January 24, 2024. Lion Eileen Delaney is the R3Z2 Zone Chair (Holt, MSU, Mason) and she updated members on the activities of other Lions Clubs in the Zone. However, since she brought along her current “puppy in training,” she mostly talked about her District Chair duties for Leader Dogs for the Blind. Club members asked questions throughout her presentation, making for an interesting, interactive, and informative presentation. She is also involved with Youth Exchange, and she spoke about how that program now has a week-long summer program at Bear Lake Camp. At the conclusion of her talk, President Chris Buck presented Lion Eileen Delaney with a “Mason Lions” coffee mug as a thank-you gift

Around The District



Bretton Woods Lions

The Bretton Woods Lions Club will be celebrating our 70th Anniversary next month on February 22nd. The Charlotte and Grand Ledge Lions clubs sponsored us on February 23, 1954. All Lions and spouses are invited to join us at the One North Restaurant at 5001 W. Saginaw in Lansing at 6:00 p.m.

Cost is \$35.00 per person with your choice from six dinner options. Dinner salads are extra, and alcoholic drinks can be purchased from any waitress inside our private dining room. Coffee, tea and water will be provided.

Please send reservations to Lion President Bernie Schneider at 517 323-9419 or Bschneider733@gmail.com by February 10th. You can mail your check in or pay at the door. His address is 733 Lincoln Court, Lansing MI 48917.

We hope many of you will be able to come and help us celebrate this big event.

St Johns Lions



Christmas Celebration: A small group of St. Johns Lions Club members gathered on December 14 at Main Street Café to celebrate the season. Several members were absent due to illness and previous commitments. Those who attended brought food and other items to donate to the Beacon of Hope food pantry. Thank you for your support.



February 2, 2024



Bancroft Lioness Lions



Bancroft Lioness Lions Club adopted a family in need at Christmas. We donated towards the District Stocking Stuffing project. We are a sponsor for the Lions Bear Lake Polar Plunge, we added a new member in December and January. We changed our meeting place to the Bancroft Community Hall on Warren St.

Newest members Chuck Matthew's, Tina Perry and Alexandria Smith

Around The District



Stockbridge Lions



Lions Rick Howlett, Gordie Kunzelman, Becky Hamilton and DG Ted Hamilton

The Stockbridge Lions welcomed the cold of winter with a hot auction dinner meeting honored by DG Ted and Becky Hamilton in attendance. The club raised very close to \$5,000.00 in donations for Stockbridge Community Outreach and its Adopt a Family holiday program. Our very special MC auctioneer, Gordie Kunzelman, made certain the monies left everyone's pockets with smiles on their faces, and a dedicated group of Lion shoppers bought and wrapped pile upon pile of wish list gifts to make a Merry Christmas possible for many in the community.

Vermontville Lions



Vermontville Lion Brenda Hoard presents their January Veteran of The Month Award to Vermontville Army veteran Bob Starring



Food Bank



This was us working the Great Harvest food bank for the District project



LIONS DISTRICT 11-C2 Celebration of Service Committee



Lions Clubs of District 11-C2,

2023-24

Greetings from the Celebration of Service Committee! We hope everyone is having a great year so far serving your communities.

We know March seems like it's a long way off, but it's time to start thinking about our Celebration of Service event, AKA Convention, and we need your help. Last year's basket raffles were a huge hit, and we would like to be able to assemble some amazing baskets again this year. We are asking each club in the district to support the Celebration of Service event by contributing financially so we can purchase raffle items. We would like to see most funds come in as soon as possible so we can purchase items needed during the holiday sales to get the most for our money. Please consider supporting this fun event to keep the camaraderie alive in our district.

If any Lions members would be interested in assisting the committee in planning the Celebration of Service event, or if you have any questions, please reach out to DG Ted Hamilton (trham1960@aol.com) or 810-444-0781.

Please send checks to District Treasurer Lion Bob Phillips, 429 W Harris Ave., Charlotte, MI 48813, made out to District 11-C2, and **in the memo line please add COS Raffle.**

Yours in Service,

Celebration of Service Committee

PS- Stay tuned for more information to come about Celebration of Service planned for March 8th-9th, 2024 at the Comstock Inn in Owosso.



Lions Clubs International
FOUNDATION



NATIONAL KIDNEY
FOUNDATION®

of Michigan

LIONS CLUBS OF MICHIGAN DEFENSE AGAINST DIABETES D.A.D. PROGRAM

This life changing & lifesaving program was developed to help people who:

- Are Pre-Diabetic
- Already have Type 2 Diabetes
- Want to learn more about how Diabetes can impact your life and the lives of loved ones.

Learn how to live longer, healthier lives with the information and tools provided by this program and your DAD Lifestyle Coach—Lion Carolyn Jennings.

- Lions of Michigan & L.C.I.F. is funding the DAD Program.
- Open to everyone in the state of Michigan regardless of what district you live in.
- You do not have to be a Lion’s Club member to attend.
- To register* for the full 8-Week class → [click here](#)

Or Scan Here ↓



Each 1-hour class will meet **ON ZOOM** Thursdays at 6:30 p.m.

Session 1: Thursday March 7, 2024	Session 5: Thursday April 11, 2024
Session 2: Thursday March 14, 2024	Session 6: Thursday April 18, 2024
Session 3: Thursday March 21, 2024	Session 7: Thursday April 25, 2024
Session 4: Thursday April 4, 2024	Session 8: Thursday May 2, 2024

If you have any questions, please contact Ed Bohach 734-222-9800 X 2240 or ebohach@nkfm.org

*You can also type WWW.BIT.LY/NKFM-DAD into your browser to register.



DISTRICT 11-C2 ANNUAL



LIONS BEAR LAKE CAMP FUNDRAISER

FRIDAY APRIL 5TH, 2024

Grand Ledge Masonic Temple
200 River St.
Grand Ledge, MI

BINGO, SILENT AUCTIONS, RAFFLES

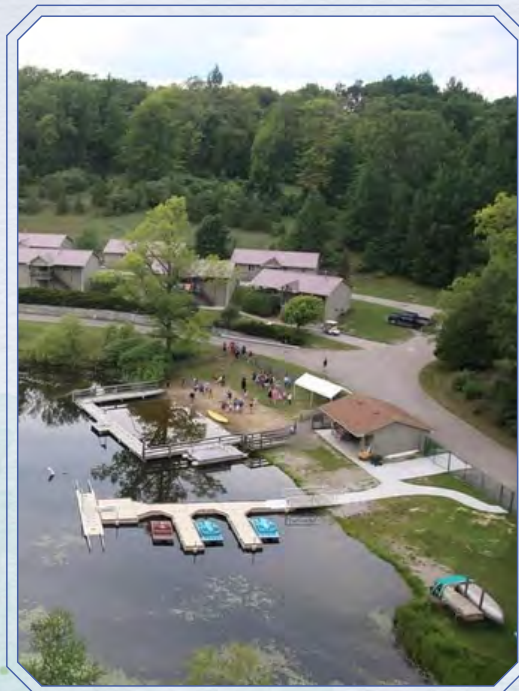
COST \$15

DOORS OPEN 5:30 PM

SOCIAL 6:00 PM

BUFFET DINNER 6:30 PM

*Each club is asked to donate an unwrapped \$10 or more gift for the silent auction



Lion Traci Tribbley IPDG
5283 E Cole Rd.
Bancroft, MI 48414
989-277-7437

**RSVP by March 30th, 2024
with check & registration**

Lion Phyllis Blackburn
12464 Madonna Ave.
Lansing, MI 48917
517-627-5203

Club Name _____ **Number Attending** _____

Name of those attending _____

This event is sponsored by Lions of District 11-C2

LIONS BEAR LAKE CAMP

SUBZERO HERO



**EXECUTIVE DIRECTOR
TRACI TRIBBLE**

February 10th, 2024

3409 N Five Lakes Rd. Lapeer, MI 48446

**SUPPORT EXECUTIVE DIRECTOR TRACI AS SHE
PLUNGES AS WONDER WOMAN AT LIONS BEAR
LAKE CAMP'S 2ND ANNUAL POLAR PLUNGE.
ACCEPTING DONATIONS/PLEDGES OF SUPPORT.**



Send Checks to:
Lions Bear Lake Camp
3409 N Five Lakes Rd.
Lapeer, MI 48446
"Traci Polar Plunge" in Memo

**Lions 11C-2
Celebration Of Service**



Our Guest Speaker

International Director Lee Vrieze
from Jim Falls Wisconsin MD27-C2

Friday/Saturday March 08-09 2024,
Comstock Inn and Conference Center
300 E Main St Owosso MI 48867



District 11-C2 Celebration of Service Registration Form

Comstock Inn 300 E Main St. Owosso, MI

March 8-9th, 2024



***Please fill out a separate form for each Lion/Leo/Guest*
Registration Deadline is February 25th, 2024**

Name _____

Club Name _____ Years of Service _____

Address _____ City _____ Zip _____

Phone Number _____ Email Address _____

Check Each Event You Plan on Attending

		<u>Cost per person</u>
_____	Friday Night Service Project 7:00pm	\$ FREE
_____	Saturday Continental Breakfast 9:00am	\$ FREE
_____	Saturday Memorial Service 10:00 am	\$ FREE
_____	Saturday District Business Meeting/Elections 11:00am	\$ FREE
_____	Saturday Awards Luncheon Taco Bar 12:00pm	\$ 25

TOTAL DUE _____

Special Needs: Gluten Free _____ Diabetic _____ Vegetarian _____ Vegan _____ Other _____

Please make checks payable to **Lions District 11-C2, payments can be made in advance or at the door. Credit cards will be accepted at the door for registration and 50/50 raffles. Mail/Email registration and any pre-payment to*

[DG Ted Hamilton 9995 S Byron Rd Durand MI 48429 trham1960@aol.com](mailto:trham1960@aol.com)

Hotel Information:

Comstock Inn 300 E Main St. Owosso, MI 48867 [\(989\) 725-0999](tel:9897250999)

Book your room by February 10th, 2024 to receive the discounted rate of \$95

District 11-C2 Deceased Lions Memorial Form



March 9th, 2024, 11:00am

Comstock Inn, 300 E Main St. Owosso, MI

Member's Name _____

Club _____ Years of Service _____

Club Positions Held _____

District Positions Held _____

Special Awards/Military Service _____

Special Memories/Stories _____

Number of Family Members Attending _____

**Continental Breakfast will be free of charge between 9-10am. If Family Members wish to stay for lunch, clubs will be responsible for the meal charge. Please fill out a registration form for each family member attending.*

To make this more of a celebration of service, we would like to include meaningful photos of each deceased Lion performing service or showcasing their interests. Please complete this form and include photos for each member who has passed away since February 2023 by February 25th, 2024.

Lion Karen Ketola
6738 Scofield Dr Grand Ledge, MI 48837
517-927-4834
Karket1116@gmail.com



DISTRICT 11-C2



Eye-glass Collection Challenge

JULY 1ST, 2023-MARCH 1ST, 2024

.....

1ST-3RD PLACE RECOGNIZED IN THE FOLLOWING CATEGORIES:

1-10 MEMBERS, 11-20 MEMBERS, 21-30

MEMBERS, AND 31+ MEMBERS

.....

REPORTING

* Box and deliver eyeglasses to the state office by March 1st, 2024. The state office is not recording glasses turned in.

- You must fill out the online reporting form, or contact Lion Chrissy Andre so your counts are entered correctly for the challenge.



Scan QRCode to
report online

chrissyandre113@gmail.com

989-627-3808

.....



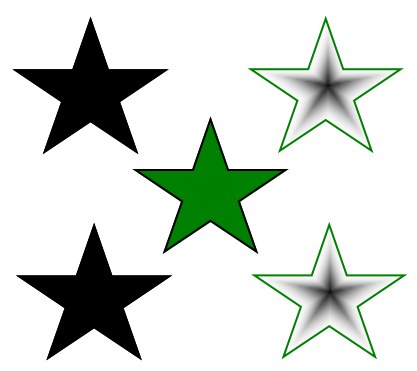
Mints For MILITARY

The Lions of Michigan Foundation is proud to recognize the brave men and women serving our nation in the United States military. We have Lion Mints Care Packages ready for distribution, but we need the names and addresses of more service men and women to recognize. Please help us by displaying and distributing this flyer in your community.

LIONS OF MICHIGAN FOUNDATION



5730 Executive Drive
Lansing, Michigan 48911
517-887-6640
info@lmsf.net
www.lmsf.net



PLEASE SEND A LION MINTS CARE PACKAGE TO:

Military Member's Name: _____

Rank: _____ **Unit:** _____

APO: _____ **FPO:** _____ **AE:** _____ **AA:** _____ **AP:** _____

Street Address: _____

City/State/Zip Code: _____

LCIF Coordinator Report

Submitted by: PDG Kurt Stromlund

1/13/2024

I would like to say Thank you for the donations to LCIF so far this Lions year. We have had 27 individuals, and 3 clubs make contributions this year. This year's clubs in the district have awarded one Melvin Jones Fellowship award and One Progressive Melvin Jones Fellowship Award.

Please consider making a donation to LCIF, in the calendar year 2023 there have been \$107,289.00 in grants awarded in Michigan.

I have attached the handouts that explains how the donations are used toward LCIF grants in constitutional Area 1 in the calendar year of 2023.

If your club has a Melvin Jones to award and would like it to be presented by LCIF Chairperson Past International President Brain Sheehan, please see the attached flyer.

I would like to close with some District history about Melvin Jones fellowships. District clubs have passed out a grand total of 329 Melvin Jones Fellowships and 24 Progressive Melvin Jones Fellowships. Club Coordinators and club Presidents watch your email for a Feb zoom meeting day.

Youth Camp and Exchange Sponsor Lions Clubs

Contributed by: Lion Elvie Marfil, Youth Camps & Exchange State Chair

Interested in experiencing life in a different country? Join the exchange program where you can participate in the day-to-day life of a local family and meet other students from around the world.



Filing deadlines for all applicants vary by country. Most Countries have a filing deadline range from February 15 to March 31 depending on the country you pick. Please choose your country early and contact us right away.

A \$100 Youth Exchange Supplies fee is required with all applications. Fee includes shirts, backpack, MD11 Youth Exchange pins and banners and orientation booklet. There may be an additional charges for camps within your chosen country that are not included in the price of our program. You will be required to purchase your own airfare and international travel insurance. The travel insurance must be accepted in the country you are visiting.

Age requirements are typically 15 - 22

Our students usually depart the U.S. the last weekend of June or beginning of July for a 3 to 5 week stay depending on the Youth Exchange program in those countries. Please note that all counties are on a first come basis and fill up fast so the sooner you apply the sooner we can confirm your acceptance.

Deadline for outgoing students application form: March 30, 2024

Australia	Finland	India	South Africa
Belguim	France	Israel	Sri Lanka
Brasil	Hungary	Italy	Turkey
Canada	Japan		
Denmark	Mexico		

How to Apply

Apply to become a sponsor club and/or host family today by contacting Lion Elvie Marfil at 818-800-1060 or epmarfil5@yahoo.com.

Deadline for host families application form: April 30, 2024

PLEASE DO NOT FORGET YOUTH CAMPS & EXCHANGE PROGRAM IN YOUR BUDGET.

GLT Report

The district GLT hosted three zoom roundtable discussions covering club officer training and needs in our district. Here are the takeaways from those discussions:

New Member Portal info:

<https://www.lionsclubs.org/en/resources-for-members/digital-products/portal-updates>

Secretary Resource page:

<https://www.lionsclubs.org/en/resources-for-members/resource-center/club-secretary>

Club Excellence awards

<https://www.lionsclubs.org/en/resources-for-members/resource-center/club-excellence-awards>

- Core responsibilities, maintaining club roster and member contact information, Club and BoD meeting minutes, support club service and social activities.
- MyLCI and MyLion are the main tools and have simplified reporting
- New member portal is mostly cosmetic and will come online sometime in 2024.
- Entering Service; Every club has a choice about what service to enter, the question to answer is "why?". Part of joining a global service organization is the SUM of the parts. Each member's service adds to the global total and proves in print. Lions are Changing the World.
- Members will have new ways to report their own service using the new member portal, service chairs, and President's, and Secretaries can report to LCI. In short, there is help if the Secretary chooses. Membership and service reporting should only take around 15 minutes per month.
- January is halfway through our Lions Year. Now is a good time to review the criteria for the Club Excellence Award, there are still months ahead to qualify if needed. Also look at the rosterbook to find the deadlines for year end awards, ie. 100%Secretary, Ralph Lynam, Mission 1.5
- Secretaries feel like they are well trained and have been doing the tasks for multiple years as a reason for consistently low participation at district training.

Club Treasurer Resource page:

<https://www.lionsclubs.org/en/resources-for-members/resource-center/club-treasurer>

- Core responsibilities, the receipts and disbursements of club funds, maintaining general records of Club accounts, providing monthly and semi-annual reports to the BoD, the timely transfer of accounts, funds, and records to their successor.
- Club Treasurer is the finance committee chairperson
- New member portal is mostly cosmetic and will come online sometime in 2024.
- MyLCI will continue to have the Int'l dues invoices. Treasurer's should know how to access in the event that mailing them becomes a financial burden.
- Club treasurers use a variety of software to keep track of budgets and finance. Custom Excel spreadsheets, QuickBooks, MS Money are examples. CT Lion Bob is willing to share the spreadsheet he uses.
- Treasurers feel like they are well trained and have been doing the tasks for multiple years as a reason for consistently low participation at district training.
- Dues increase was discussed as well as the difference between Admin and Activities accounts.

Club Presidents Resource page

- <https://www.lionsclubs.org/en/resources-for-members/resource-center/club-president-vice-president>

- New membership portal isn't going to change the tools that secretaries, treasurers and service chairs use. They're only changing the location and look on the landing page. Remodeling of the www.lionsclubs.org site has begun, it's worth a visit if you haven't lately.

- we shared that clubs change presidents differently and the pros and cons of them
- Membership and Service are still top priorities for presidents
- it's actually the club "Service Chair" who should be entering service in MyLion
- Invite more volunteers from the community to help with your projects. More members are gained at service events than at dinner meetings.
- Re connect with the local schools and senior centers for ideas GET VISIBLE
- [Eaton Rapids Lions Club - Lions e-Clubhouse](#) Watch how the page gets used for building community service.
- And check out how these two e-clubhouse pages are being used(service award and Have a Heart buttons) <https://e-clubhouse.org/sites/ashleym/> In fact, take a moment and visit your own club and neighboring clubs webpages and give 'em, a like and a share!
- Let's all use the tools that our dues pay for! Reach out to the district and visit neighboring clubs! We're having fun everywhere we go!
- Social media can amplify our visibility, but nothing is better than hands-on service projects as content for those social posts. Add a PR chairperson to your board better yet, invite the school yearbook class to handle that for ya! Invite them to help you as you serve together.
- Don't forget to mention a size-able cash award and GLOBAL recognition for creating top social content as a LEO club. None of us Old Codgers have to learn the TicToc that way ;)

Yours in service,
Lion Brent

Remember the Rule of Seven

by Lion Doug Klein, APR, CTA

As part of “Mission 1.5,” many of our Lions Clubs are focusing more than ever on getting new members. This may mean you need a slight shift in your communication strategy to include the “Rule of Seven.” That is a communication and marketing principle that states that it can take hearing or seeing a message seven times before we might act on that message. The rule is all about repetition. Most people don’t pay attention the first time they are exposed to just a single message—or 2, or even 3. That’s especially true to our messages about joining your local Lions Club.

The principle is an age-old heuristic (or rule-of-thumb) based on the idea that the more contact you have with your target audience, the easier it is to develop relationships and convince them to act. This concept has been around since the 1930s when movie studios first coined the term. These studios realized that they needed to expose prospective audience members to advertising materials an average of seven times before they committed to a trip to the movie theatre.

When you’re just looking at the number of touchpoints you need to achieve different goals, new member campaigns often prioritize frequency and brand awareness campaigns prioritize reach. When you have a finite amount of time to devote to communication strategies, you must strike a balance between increasing reach and frequency. Generally, expanding your reach reduces your capacity for sending out recurring messages. Similarly, increasing your frequency limits the amount of time you can spend on reach. So, which one should be prioritized? This often depends on the unique goals you’re trying to achieve.

Increasing reach is a great tool for expanding awareness in your community. Your neighbors may not yet be aware of your Lions Club, so trying new media or using broader communication channels for better reach is a great way to increase exposure. I would also recommend focusing on reach if your objective is letting people know about new programs or services. Increasing reach ensures that the largest number of people gain familiarity with your Lions Club activities.

However, if your goal is to get more members to join up, frequency is the way to go. That gets us back to the “Rule of Seven” Using this strategy is especially important in our modern world where people are constantly bombarded with information. If you can create seven memorable experiences and target the right people, then it will be much easier to stand out.

The rule of seven is not an exact science. It’s not a case of exposing your Club’s message to prospective members exactly seven times to generate a new membership. It’s more about enhancing the visibility of your Lions Club’s offerings to those prospective members. The more times they interact with your messages, the more memorable your Lions Club will become, and the more likely you are to build trust and credibility.

Research from the University of Sussex into people’s tendency to see the expected suggests that being presented with the same message over and over again in the same media could do more damage than good. It may be better to see or hear a slightly different message each time or use different media for a similar message. What appears to be key is variety to avoid messaging fatigue and overexposure. Even interested prospective members may get turned off by seeing the same message too many times in the same way over a short period of time.

The real answer to effective communication is much more nuanced than the rule of seven may suggest. Also, how has the rule of seven changed since the age of digitalization? The average person processes a huge amount of information every day. This means that brands need to be unique and memorable to stand out from the crowd.

I can't remember where I heard it, but some advice I keep in mind when communicating is that by the time you're tired of saying it, others are just starting to hear it. It's not a bad thing to repeat your main message. Thankfully, we now have access to a lot more tools that can help with following the rule of seven. In the 1930s, advertising was limited to ads in newspapers, posters in shop windows, and billboards. These days we have access to multiple platforms that make it a lot easier to interact with your target audience and create memorable experiences that leave a lasting impression.

Social media is particularly effective at engaging certain groups of people and forming meaningful connections with them. Use social media to your advantage. If you aren’t already active on social media, now is the time to build a presence there. Social media is perhaps the best platform for communicating short, frequent messages to your target audiences.



Lion Doug Klein regularly passes along tips to help your 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 and Marketing Chair, and MD11 State Public Relations Chair. A member of the Public Relations Society of America since 1983, 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 douglein@wowway.com or (517) 775-8601.
