



**November 2023**

# Lions District 11-C2 Newsletter

Editor: Lion Robert Tetzlaff PDG



## 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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## From the desk of the Governor



Fellow Lions of District 11-C2, hope all of you are well.

This month started off with a very nice Appreciation Dinner for our PDG Traci Tribley in Bancroft on Oct 1. The event was very well attended by Lions from around our 11-C2 District, as well as visiting PDG's and Service Project directors from around the State.

PDG GLT Brent Beracy, PDG GMT Tracy Temple and myself met again with some folks in the Byron community interested in starting a Lions Club there. PDG Brent and PDG Tracy have been working very hard behind the scenes to drum up interest, including meeting with representatives from the Byron School District. This is an ongoing project.

On October 4, PDG Lloyd, Lion Kathy, PDG Becky and myself lost our youngest brother Jim. Very unexpected and heartbreaking for Jim's family, and all of us. We very much appreciate the kind words on Facebook, the phone calls, and the Lions that were able to make the funeral service in Owosso.

VDG Carl Cozart and ZC Aleta, PDG Becky and myself attended the Council of Governors mtg in Gaylord on October 6-7. VDG Carl continues his DG training classes. With Lions International raising dues (\$3 increase July 2023, \$2 increase July 2024, and \$2 increase July 2025) in order to keep up with rising costs, the Michigan Lions Council of Governors from MD11/Single District 10 are also looking into dues increases. Stay tuned.

[Continue](#)



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## Bit of Wisdom

LOOK FOR  
SOMETHING  
POSITIVE IN EACH  
DAY, EVEN IF  
SOME DAYS YOU  
HAVE TO LOOK A  
LITTLE HARDER.

## From DG Continued

On October 12, I attended the memorial service in Charlotte for Steve White, brother of PDG Billy White and wife Lion Donetta. Please keep the White family in your prayers.

Also on October 12, I visited the St Johns Lions at their regular business meeting. We inducted 2 new members into their club. Welcome new St Johns Lions Pauline Baert and Laurie Blackmer!

On October 13, PDG Becky and I attended the kickoff event for the Penrickton Center for Blind Children in Dearborn. We enjoyed visiting with many of our friends around the MD11 District, and made a donation on behalf of the Durand Lions club.

I enjoyed a visit with the Lansing Capital Lioness Lions on October 16, celebrating Breast Cancer Awareness month. PDG Tom Doyle was also a guest speaker, and gave a great presentation on the many Eyeglass Mission trips he has supported over the years.

PDG Becky, ZC Kenny Kinsey and myself visited the fine folks of the Bretton Woods Lions, (where I was gifted a 7 lb can of baked beans, to help with my "gas" as we drive around the District!)

October 21 PDG Becky and myself volunteered at the MSU/UM football game with the hard working Wacousta Lions to help them with their concession stand fundraising activities.

October 22 PDG Becky and I joined the awesome Bancroft Lioness Lions on their fundraising FireKeepers Casino bus trip. We had a great time, and *came back so broke, we couldn't pay attention.*

October 24, PDG Becky and I attended the Grand Ledge Lions meeting. This is the largest club in our district with a great group of dedicated Lions. They honored a Grand Ledge graduating senior with a scholarship, and I had the pleasure of inducting and welcoming new member Lion Becky Theis!

October 25 was our District 11-C2 Cabinet Meeting at the Delhi Café with a Halloween Theme. We all celebrated PDG GLT Brent Beracy receiving his Guiding Lion certificate and medal. PDG Brent has taken it upon himself to train other Lions throughout the State as well as our district.

Invite me to visit your club! My best to all of you.

*Lion Ted Hamilton DG*

### Bretton Woods Lions



The Bretton Woods Lions Club took part in the Delta Township Trick-or-Treat Trail on October 11th. 850 children were given rolls of Lions mints by Lions Roger Boettcher, Sue Chinault and Dave Grimes.



### Around The District



**November 5, 2023**

### Lansing Capital Lioness Lions



Lion Mimi Lalonde, Tailtwister/Guru of Fun raising \$\$ for our club with a purse auction.

To see what can be done with old purses [Click Here](#).

## Charlotte Lions



New Puppy in Training for Leader Dogs for the Blind.

Angie Parker from Charlotte and her new puppy-in-training “Mabel”, attended the October meeting to meet the Charlotte Lions Club members. Angie attended a meeting last year to hear Lion Eileen Delaney talk about Leader Dogs for the Blind and was amazed and inspired to take on the challenge of raising a puppy. Now 13 weeks old, Mabel understands commands such as Sit, Stand, Touch, and Calm, which means settle down on her own rug. Mabel plans to attend future meetings so we can see her progress.

In the picture Angie Parker demonstrates some of Mabel’s new skills.

## Around The District



## Charlotte Lions



Janet Washburn, Greg Davis and Caitlin Lyons

First Aid Kits Donated to the Siren Shelter in Charlotte

The Charlotte Lions donated 75 First Aid Kits utilizing Recycled Eye Glass Cases. Each kit contains approximately 13 items including hand sanitizer, Burn Crème, Hydrocortisone, Anti-sting packet, multiple adhesive compresses, a gauze pad, and several cough drops.

Janet Washburn, Greg Davis and Caitlin Lyons receive the kits on September 30, 2023.

## Ovid Lions

### Carriage Days Food Court

The food court and chicken dinner took in \$4145. Thank you to all who worked to help make it a profitable event.

Without the help of family and friends we would not have been able to be successful. Our profit for the event was over \$1500. (\$1000 from the food court and \$1000 from the chicken dinner split with Laingsburg Lions.)

## Hartland Lions



Lion Joanna Dresden

Lion Joanna Dresden doing a Kidsight Screening at Garden Gate Montessori with the new camera and printer provided to the Hartland Lions Club with funds provided by Hartland Township. The funds are part of the American Rescue Plan Act. We have done two events and screened 91 kids already



## Mason Lions



The Mason Lions Club and Mason Middle School Leo Club were both well represented at the annual Mason CROP Walk for Hunger. They gathered in the afternoon of Sunday, October 8, 2023 in front of the Mason First Presbyterian Church on Sunday, October 8, 2023. Their goal was raise money for Church World Services to provide food aid to those in need, especially in Ukraine. Twenty-five percent of the funds raised stayed within the Mason Community to be shared between the local Meals on Wheels and the Mason Food Bank. The Lions and Leos raised \$245 this year. A member of their "Celebrate Community 2021" partner Kiwanis Club of Mason also contributed \$50.



## Around The District



## Vermontville Lions



Mr. Goggins & Quincy Page

Our Vermontville Lions Club Student of the month is Quincy Page. Quincy is a 9th grade student at Maple Valley Jr./Sr. High School.

Mr. Goggins the Principal said that "Quincy is a great kid, polite, respectful and gets good grades" Quincy also participates in Cross Country, Basketball and Track.

## St. Louis/Alma Lions



Lions Vicki Lute, Donna Kelly, Blaine Lafler

Our club Treasure Lion Donna Kelley (Center) was presented the A. Charles Weir Fellowship award in October.

## St. Johns Lions

### Downtown St. Johns Trick or Treat:

The St. Johns Lions Club will participate for a second year in the Halloween Trick-or-Treat event in downtown St. Johns. "Event so good It's SCARY" will take place on Tuesday, October 31, from 4:30-6:00 p.m. The club will have a table set up in the Rotary pavilion where we will distribute small bags of goodies; over 1,000 children are expected. The event is sponsored by the St. Johns Area Chamber of Commerce. Please let Lion Kenny Kinsey know if you can assist with this project.



November 11, 2023

## Around The District

### Delta DeWitt Ledges Lioness Lions



Lioness Lion Karen Ketola and Jennifer Vandenberg, Student Services Secretary

The Delta DeWitt Ledges Lioness Lions Club donated snacks to PRIDE, the Grand Ledge High School tutoring group that meets after school. PRIDE is staffed by teachers who support 30 - 40 students twice weekly.

### Delta DeWitt Ledges Lioness Lions



Lion Karen Ketola

The Delta DeWitt Ledges Lioness Lions Club collected socks, hats and gloves for Ken Clark's Coat Closet in Grand Ledge.

### A DIFFERENT TWIST OF THE TAIL or WHAT TO DO WITH AN OLD BAG by Tail Twister Lion Mimi Lalonde

No, not the crazy Aunt that shows up at Thanksgiving. What old bag I refer to are those old, forgotten purses that have haunted your closet for...how many years? You remember; the purse you bought to go with a new outfit that you haven't worn or used since, or a bag you carried forever and can't throw away. Here's a way to breathe new life into the forgotten.

Tail twisting is a way to raise money for your club. Money that we raise, throughout the year to help our charities. It is fun to come up with ideas and our club, Lansing Capital Lioness Lions had a good one.

Pick out, and dust off a bag, purse, clutch or tote and fill it with goodies! Get your imagination involved for laughs and happiness. Anything goes! Then, at your meeting auction them off to your club members. Lions are a generous group and our curiosity for what's inside will bring in a good amount to our coffers. What fun!

It is amazing at how generous the bids. Lions rock!!

### DeWitt Lions



Lions George Walter & PDG Jim Kraft

PDG Jim Kraft presented Past President Lion George Walter with a Ralph Lyman Award for his outstanding leadership to the den.



November 23, 2023

## **Lions Club International Foundation**

Submitted by PDG Kurt Stromlund

I wanted to let you know that LCIF continues to fund disasters around the world. Since July 1, 2023, \$610,000 also been distributed across 21 different countries for a variety of major disasters. These donations come from great individuals. Donations can be donated various ways for as little as \$5 a month. If you would like to make a monthly donation, I can provide you with the paperwork.

Clubs with money available to be used towards Melvin Jones Fellowships. This is a great way to honor great people in your community:

Charlotte

Dewitt Breakfast

Diamondale

Durant

Eaton Rapids

Grand Ledge

Hartland

Laingsburg

Ovid

St. John's

Stockbridge

In closing I want to say thank you to the 23 individuals and two clubs that have made donations so far this year. These donations are so important and make grants possible for LCIF to help people all over the world.

## **Eversight**

Submitted by PDG Kurt Stromlund and Lioness/Lion Kay Olsen

The Eversight Committee did a couple of in person events. If your club would like a Eversight presentation or if you have an event coming up, please contact any committee member. Included are the 2023 recipients and donors by district. If you would like your clubs fellowship numbers, please let me know and I will provide them to you as soon as I receive them. If you are interested there is still time to purchase Red Wing tickets for the November 11th game, you can purchase tickets until 10/26. This is a Eversight fundraiser, should be a lot of fun. Hope to see you there.

## **Attention Club officers! Past, Present and Future... We need YOU!**

The Lions Club officer is one of our association's most vital roles and yet our district training enrollment numbers continue to decline. The 11-C2 Global Leadership Team invites you to take part in the New Year's 2024 Virtual Roundtable and Fireside Chat this January 5th, 12th, and 19th on Zoom.

**PREREQUISITE:** Complete the Club Officer Learning Path in the Lions Learning Center. Lions who complete the learning path before Christmas will automatically receive the Zoom link upon completion. Club officers will also receive an email invitation to participate.



**Learn**

The Future is in our hands, be a part of the solution! LOGON to the membership portal at [www.lionsclubs.org](http://www.lionsclubs.org) and select the "LEARN" button for access. Contact Lion Brent if you need help getting logged in.

Lion Brent 11-C2 GLT

[pdgberacy@gmail.com](mailto:pdgberacy@gmail.com)

989-847-6122



# LIONS DISTRICT 11-C2

## Celebration of Service Committee



Lions Clubs of District 11-C2,

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. 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 District Governor Ted Hamilton at [trham1960@aol.com](mailto:trham1960@aol.com) or 810-444-0781, or Cabinet Secretary Becky Hamilton at [bbthebb2004@yahoo.com](mailto:bbthebb2004@yahoo.com) or 517-614-4432.

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 8<sup>th</sup>-9<sup>th</sup>, 2024 at the Comstock Inn in Owosso.



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



***Our Guest Speaker***

**Past International Director  
LCIF Trustee  
Jenny Ware – SD10 Michigan**

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



Lions Fighting Hunger

*District 11-C2*

# Service Project



**November 18th, 2023**  
**8:00 am-12:00pm**

Bountiful Harvest  
290 E Grand River Ave  
Brighton, MI 48116

## Join Us!

Enjoy fellowship and working together with Lions throughout our district packaging and distributing food to families in need.

*Bountiful Harvest*

Help for those in need

[bountifulharvest-mi.org](http://bountifulharvest-mi.org)



Please RSVP by  
November 12th,

**For more information/RSVP:**

**Lion Jenny Stromlund**

**[stromlund@comcast.net](mailto:stromlund@comcast.net)**

**810-923-4251**

# Dine at Culver's of DeWitt

**MONDAY, NOVEMBER 13, 2023 FROM 5-9PM**

and we will donate a percentage of all sales to the:

## **DEWITT LIONS BREAKFAST CLUB**

The DeWitt Lions Breakfast Club's motto is "We Serve." The Club is fundraising to support programs for the hearing and vision impaired. Specifically, glasses and hearing aids for those in need, as well as scholarships.



*No flyer or code needed.*

*Drive-thru, dine-in, carryout  
or order online at  
[culvers.com](https://culvers.com)*

## **SHARE NIGHT**

Enjoy a delicious meal, benefit a great cause and feel good all over.

Thank you for supporting  
*DeWitt Lions Club!*



Come on in to your local Culver's restaurant:

### **CULVER'S OF DEWITT**

1030 W. Herbison Rd. DeWitt, MI 48820

(517) 668-6188 | [culvers.com/restaurants/dewitt-mi-herbison](https://culvers.com/restaurants/dewitt-mi-herbison)



# Youth Camps & Exchange Program Outgoing Young Adult Ambassadors

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## **Selection of a Lions Young Adult Ambassador**

The appropriate selection of a young adult to represent a Lions Club, community, state, and America is of paramount importance. The choice should be a young adult who, it is believed, will make a good "ambassador" both in words and actions. Both areas of character are a reflection of the USA and are of equal importance. Academics are a factor in the selection process, but other areas of a person's character also demonstrate qualities of strength that make a good ambassador. These could be sports, music, leadership, technology, and the like. A young person with good character is what the Lions seek. A request to travel has never been denied if a young adult has interest. Young adult ambassadors that have not traveled with YCE previously will fill the slots for a country before a young adult ambassador that has traveled with YCE.

Lions believe that every opportunity should be extended to a young adult to expand his/her knowledge, international understanding, and education in cultural diversity. People of the world need to appreciate and understand one another. This can be done through exposure to the culture, through an immersion in the life of a family. As the world becomes smaller through technology, it is imperative that young adults have the opportunity to experience international cultural diversity in order to nurture an improved relationship with America's international neighbors. We do this with the International Lions Youth Exchange Program!



**Thank for your involvement**

Lion Elvie Marfil, State LYE Chairperson, [epmarfil5@gmail.com](mailto:epmarfil5@gmail.com), 818-800-1080

## Time Line

**September/October/November:** District Chairs and committee members promote the program, focusing on and making personal contact with LEO Clubs and/or high schools in their District. Upon a young adult's commitment, the District Chairperson sends the initial application to the State Chairperson, Lion Elvie Marfil. A formal recognition of the young adult's acceptance into the Lions Club Youth Exchange Program will be sent from the state chairperson to both the District Chairperson and the young adult.

**December 15 or before:** The signed Application, Indemnity Form, and Compulsory Items must be received by State Chairperson Lion Elvie Marfil, [epmarfil5@gmail.com](mailto:epmarfil5@gmail.com). Some exceptions may apply with permission however, it must go through the District Chair to the State Chair. Signatures are needed at each level.

**Upon Commitment until March 30 the LYE (Lions Youth Exchange) young adult's responsibilities include:**

- Contact clubs via a phone call, letter or email correspondence to obtain donations for travel expenses. Make arrangements to meet with the club personally. A list of clubs and pertinent information is furnished by the District Chairperson. Many clubs will not donate unless there is face-to-face contact. The clubs want to know why this experience is important to the LYE young adult.
- Contact family and friends to solicit funds for travel expenses.
- Create, schedule, and execute fundraisers to raise money for the LYE experience.
- Attend the Fall District/Regional Lions Conference (usually in October) to make the LYE visible to the clubs. The clubs want to know why this experience is important to the LYE young adult.
- Obtain a passport and/or visa.

**March 30:** All funds should be gathered for travel expenses and submitted to State Chairperson Lion Elvie Marfil. February 28 is the deadline for all trip donations from the clubs.

**March/April/May/June:** Host families are found and flight tickets are purchased. Contact between the host country and the state LYE chairperson is not always immediate. Flight tickets cannot be purchased until a host family is found. Please stick closely to this timeline.

**May:** Youth and family must attend a mandatory meeting in Lansing for LYE parents/guardians, district LYE chairperson, and/or committee member. The LYE young adult will receive a backpack, shirts, pins, banners, flight tickets, insurance information, and general information about airports, security, filling out immigration forms, etc.

**IMPORTANT:** Any young adult not making the timeline as listed above will be dropped from that year's program, unless cleared by the District Chair and State Chair. This is a very time-consuming process for all involved, and it requires all involved to closely follow the deadlines.

**Thank for your involvement**

Lion Elvie Marfil, State LYE Chairperson, [epmarfil5@gmail.com](mailto:epmarfil5@gmail.com), 818-800-1080



# Suggestions for LYE Fundraising

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Create a display board, short 5-10 minute video, PowerPoint, or oral presentation about yourself and your desire to travel abroad. This can also be used when visiting a foreign country's Lions Club during your stay overseas.

Include these points and others as seen fit for your presentation:

- Name and family members
- Where you live
- Your involvement in sports, clubs, music, activities
- Other involvement, whether academic or community-based
- Places you have visited in the past
- Why do you want to visit another country? What will you take from the experience? As an Ambassador for the American Lions Clubs and America, how will you relate to the people of a foreign country? Will you be open to new experiences? Will you taste new foods? Will you practice your foreign language skills?

1. Contact clubs via a phone call, letter, or email correspondence to obtain donations for travel expenses. A copy of the PowerPoint or video could be sent to the clubs in lieu of a formal visit when letting the club know of the intent to travel with LYEP.
2. **VERY IMPORTANT:** Make arrangements to meet with the club personally. A list of clubs and pertinent information is furnished by the District Chairperson. Many clubs will not donate unless there is face-to-face contact. The clubs want to know why this experience is important to the LYE young adult. Present your short program to the clubs. They understand that you may be nervous. If timing or distance from a meeting is a problem, send your PowerPoint or a DVD of your video for them to present at a meeting. Follow up with a phone call to be certain that it was received; ask if there are any questions. Write a thank-you note for viewing your presentation at their meeting shortly after the meeting date. Do not wait for any funds to arrive; the clubs look for effort and gratitude.
3. Contact friends and family members. Email and/or Facebook are a good way to get the word out to distant family members. Send your PowerPoint or Video presentation. This demonstrates that you have exerted some effort in exchange for their monetary donation. It demonstrates responsibility and adult behavior.
4. Contact your church (if applicable) and ask to have a bake sale or car wash after Sunday Service.
5. Conduct a community car wash or bake sale. This could occur at a community function, library, or outside a local business.
6. Run, walk, or bike ride in an event. Gather pledges before the event occurs.

**Thank for your involvement**

Lion Elvie Marfil, State LYE Chairperson, [epmarfil5@gmail.com](mailto:epmarfil5@gmail.com), 818-800-1080

# **You're Invited!!**

## **Clinton County Champions Fall Social**



**Why:** Have some FUN before the snow flies

**When:** Friday, November 17th, 2023, 6-9pm

**Where:** St. John's Lutheran Church, 511 E. Sturgis St, St. John's; **East Entrance**

**What:** Pot-luck dinner, music and games & get together! Dish to Pass & BYO N.A. Beverage

**Details:** CC Champs Lions are excited to host this social event! Our goal is to provide a safe, fun, and memorable evening for our athletes, families and friends. The Area28 SOMI is endorsing, but NOT sponsoring this event.

- Come on out and have some fun! 50/50 raffle and Toys for Tots collection on scene!
- Coffee, Meatballs and rolls are already on the menu!
- No transportation or caregivers available
- Many games will be provided. Bring your favorite to share!

**Any Questions? Call Lion Brent @ 989-847-6122 [bberacy@hotmail.com](mailto:bberacy@hotmail.com)**





DISTRICT 11-C2



# *EyeGlass Collection Challenge*

JULY 1ST, 2023-MARCH 1ST, 2024

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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**

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# LIONS OF MICHIGAN FOUNDATION—2024 GROUP CRUISE

## ROYAL CARIBBEAN - NAVIGATOR OF THE SEAS

7-Night Cruise: February 2 - February 9, 2024

ROUNDRIP FROM LOS ANGELES, CA

Cabo San Lucas, Mazatlan and Puerto Vallarta, Mexico

**PRICING: 2 PEOPLE - \$50 ONBOARD CREDIT PER ROOM**

**4V - Interior Stateroom: \$1,240.00 + \$268.68 Taxes/Fees + \$224.00 Gratuity**

Stateroom Size: 150 square feet - occupancy up to 4 guests

**4N - Ocean View Stateroom: \$1,690.00 + \$268.68 Taxes/Fees + \$224.00 Gratuity**

Stateroom Size: 160 square feet - occupancy up to 4 guests

**2D - Balcony Stateroom: \$2,418.00 + \$268.68 Taxes/Fees + \$224.00 Gratuity**

Stateroom Size: 185 square feet + 50 square feet balcony - occupancy up to 4 guests



☐ I would like an Interior Stateroom for \_\_\_\_\_ Adults and \_\_\_\_\_ Children (Age 12 or under).

☐ I would like an Oceanview Stateroom for \_\_\_\_\_ Adults and \_\_\_\_\_ Children (Age 12 or under).

☐ I would like a Balcony Stateroom for \_\_\_\_\_ Adults and \_\_\_\_\_ Children (Age 12 or Under).

Stateroom Deposit - \$250 Per Person: \_\_\_ Check \_\_\_ Credit/Debit Card \_\_\_ Pay Pal (info@lmsf.net)

Credit/Debit Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Legal Names: \_\_\_\_\_ - Birth Date: \_\_\_\_\_

\_\_\_\_\_ - Birth Date: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_





# 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:** \_\_\_\_\_

# Public Relations Rules for Social Media

by Lion Doug Klein, APR, CTA

Maybe because the topic of the Public Relations Society conference I attended recently was “How to Use Generative AI,” I was again reminded that I was now what they call an “old-school” communicator. However, I think that even as a PR and marketing veteran, some old-school rules can still apply in the social media age. ( I’ll tell you more about what I learned about using artificial intelligence in a future article.)

Social media has transformed classic public relations and marketing and is providing organizations like ours with countless opportunities to expose more stakeholders to our Lions message of “We Serve.” Sounds like the best of all possible worlds, combining newer media with old? Maybe. Anyone can set up a Facebook page or Instagram account, but you probably need to still follow some traditional PR rules on these platforms.

Problems can arise when we rely too heavily on social media at the expense of tried-and-true PR and marketing strategies. As a PR practitioner for over 40 years, I’ve witnessed first-hand the advent of social media and the mistakes that were made when organizations jumped in quickly without considering goals and objectives in advance. To help you get acclimated, here are some “Be” rules for avoiding common pitfalls:

- Be honest, transparent, and authentic. Do not misrepresent yourself or your organization. Do not post false or misleading information or omit relevant facts. Disclose any affiliations, sponsorships, or conflicts of interest. Acknowledge and correct any errors or mistakes promptly.
- Be respectful and professional. Do not post anything that is offensive, abusive, discriminatory, or harmful to others. Do not engage in personal attacks, trolling, or flaming. Respect the privacy and confidentiality of others. Do not spam.
- Be strategic and relevant. Have a clear purpose and goal for your social media activities. Know your target audiences and tailor your content and tone accordingly. Provide value and quality to your followers. Use appropriate hashtags, keywords, and tags to optimize your visibility and reach.
- Be engaging and responsive. Listen to what your audience is saying and join the conversation. Encourage feedback and interaction. Respond to comments, questions, and complaints in a timely and courteous manner. Build relationships and trust with your followers.
- Be ethical and responsible. Follow Lions ethical standards. Respect the rules and policies of the social media platforms you use. Use reliable sources and cite them properly. Protect your reputation and credibility.
- Be personal. Sure, it’s important to follow influencers and journalists on social media to keep tabs on their work. But social media “follows” won’t necessarily lead to interviews and coverage of your service projects. Face-to-face relationships with media still bring the best results. With local news folks, you’ll find that they always pay more attention to the community leaders they’ve met.
- Be attentive. Understand some of the media’s hot buttons. Some reporters have designated “beats.” Recently, I assisted a columnist from The Macomb Daily who specializes in writing about service organizations! Sometimes they are assigned to a geographic area. It’s important to know any “assigned” topics and cater to precise coverage needs.
- Be visually memorable. Use quality photos and videos. With the advent of YouTube, video has become a more popular medium for distributing news and information. Avoid creating “grip and grin” photos or video “hideos”— tedious talking heads interspersed with PowerPoint slides. Sometimes your best video bet is to link to local TV news stories that cover your Lions Club activities.

Used as part of an integrated approach to communications, platforms like X (Twitter), Facebook, YouTube, and even Pinterest can amplify the impact of PR to build your Lions Club’s reputation, create a loyal community of followers, and attract interested prospective members. But remember that social media is a communication tool, not a substitute for all communication.

These are just some public relations rules for social media. If you want to share your experiences and learn more about how to use social media effectively for Lions Club public relations and marketing, consider attending my session at the February Lions of Michigan Forum in Grand Rapids.



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*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 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](mailto:douglein@wowway.com) or (517) 775-8601.*

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