

Because: Service + Marketing =
New Members
Campaign LY 25/26

Powered By



And your host: Lion Donna Rollins



Exciting News



Powered by The California Lions Marketing Committee

Calling All Stakeholders:

As a Specialty Cause Chair or Subject Matter Expert, we invite you to:

- Adopt the Project Care group aligned with your cause
- Share volunteer opportunities and celebrate post-event successes
- Lead with marketing + service = membership growth

Let's strengthen service, build connections, and grow our reach together!

New Lions Service Outreach Tools – with Visual Impact!

California Lions **service and marketing committees** are working hand in hand to deliver **enhanced outreach tools** that boost visibility and strengthen community engagement.



CA Lions Projects at a Glance

Your go-to guide to **inspire, organize, and promote service** statewide.



And Influencer Opportunity through social groups

- We're calling on **Specialty Cause Chairs/Subject Matter Experts, Marketing District Leads, and all LIONS** to help lead this campaign:
 - Engage specialty clubs (Veterans, Diabetes, Childhood Cancer, etc.)
 - Promote the Project Care model aligned with their service
 - Encourage clubs to share **volunteer opportunities** and **post-event successes**
 - Engage people and expand the service and marketing teams!

Facebook groups include nine global causes and seven Project Care service scopes.

Global Causes



<https://www.facebook.com/groups/691276937165563/>



<https://www.facebook.com/groups/10055777781181329/>



<https://www.facebook.com/groups/1004812288444492/>



<https://www.facebook.com/groups/1242553984061146/>

Global Causes



<https://www.facebook.com/groups/731184549261399/>



<https://www.facebook.com/groups/702064139355347/>



<https://www.facebook.com/groups/4930344393858289>



<https://www.facebook.com/groups/1178250397318357/>



<https://www.facebook.com/groups/1188415649275591/>

About Project Care

Project Care is a California Lion model created to encourage districts and clubs to think beyond the traditional LCI global cause calendar.

Its purpose is to provide **flexible service options** that resonate with local needs and creativity. Historically, each new District Governor selects quarterly initiatives to guide Lions service throughout the year.

The **Because: Service + Marketing = New Members** campaign expands this model by offering tools that help clubs amplify their service, events, and fundraisers—turning them into **FRIENDRAISERS** aimed at increasing public awareness and engagement.

This approach is also designed to:

- Attract and encourage leadership
- Promote collaboration
- Build unity among like-minded Lions

Project Care



<https://www.facebook.com/groups/1122894726408719/>



<https://www.facebook.com/groups/1060169702746883/>



<https://www.facebook.com/groups/616604521469814/>



<https://www.facebook.com/groups/4957447501148047/>



<https://www.facebook.com/groups/9417776124994466/>



<https://www.facebook.com/groups/1075987734496408/>

Women and Families

<https://www.facebook.com/groups/1959758198161559/>

Group page example



Childhood Cancer Service Projects by California Lions Marketing Committee Forum · 3d · 🌐

Thank you for visiting. I've created this group to provide a space where Lions and community members can share service projects, volunteer opportunities, and resources related to supporting children and families affected by cancer.

Together, we can shine a light on this important cause and make a real difference through compassion, collaboration, and action.

I'm here to help—please visit <https://tinyurl.com/LionsServiceResources> for more details on how Lions help people.

Lion Vicky Sasser

emmettlady1@gmail.com
[#Calionschildhoodcancer](#)



👍 Like 💬 Comment 📧 Send ➦ Share

👍👤 Sue Szuc... **3 shares**

Most relevant ▾



Lion Elizabeth Steves
Lion **Vicky Sasser**
thank you for helping
more people through



Service Resources



 **Environmental** ⓘ
Service ideas ⓘ
Environmental
Service Projects by California Lions ⓘ

 **Hunger** ⓘ
Service ideas ⓘ
Hunger
Service Projects by California Lions ⓘ

 **Childhood Cancer** ⓘ
Service ideas ⓘ
Childhood Cancer
Service Projects by California Lions ⓘ

 **Youth** ⓘ
Service ideas ⓘ
Youth
Service Projects by California Lions ⓘ

 **Humanitarian Efforts** ⓘ
Service ideas ⓘ
Humanitarian
Service Projects by California Lions ⓘ

 **Disaster Relief (LCIF)** ⓘ
Service ideas ⓘ
Disaster Relief
Service Projects by California Lions ⓘ


 **Mental Health and Well-Being**
Service ideas coming soon
 **Veterans** ⓘ
Service ideas coming soon ⓘ
Veterans
Service Projects by California Lions ⓘ

 **Health and Wellness** ⓘ
Service ideas coming soon ⓘ
Health and Wellness
Service Projects by California Lions ⓘ

 **First Responders** ⓘ
Service ideas coming soon ⓘ
First Responders
Service Projects by California Lions ⓘ

 **Lions and Art** ⓘ
Service ideas coming soon ⓘ
Lions and Art
Service Projects by California Lions ⓘ

 **Lions and Music** ⓘ
Service ideas coming soon ⓘ
Lions and Music
Service Projects by California Lions ⓘ

 **Women and Families** ⓘ
Service ideas coming soon ⓘ
Women and Families
Service Projects by California Lions ⓘ

 **We Care** ⓘ
Service ideas coming soon ⓘ
"We Care"
Service Projects by California Lions ⓘ

Coming soon...
[View 25/26 Project Care flyers here](#)

Lions Websites

- [Lions Clubs International Foundation \(LCIF\)](#)
- [California Lions Clubs Corp. \(MD4\)](#)
- [California Lions Foundation \(MD4\)](#)
- [Student Speakers Foundation \(MD4\)](#)
- [Lions Diabetes \(MD4\)](#)
- [Lions Eyes Across California \(MD4\)](#)
- [Youth Exchange Program \(MD4\)](#)
- [Lions Float \(LCI\)](#)



e-district.org



California Lions Marketing Committee
California - United States

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- Here to Help!
- Marketing Resources
- Service Resources**
- Signature Committee Projects
- Accessible Version Information



Service Resources

Powered by California Lions Marketing

**Because: Service + Marketing =
New Members**

California Lions and Leos Marketing Committee is here to support you with information on how you can increase visibility through marketing.

ⓘ = Lions International website

ⓘ = Service ideas spreadsheet

ⓘ = Interactive individualized cause Facebook group page

each link uniquely outlines creativity than can be borrowed to fit your needs to get your message out. The committee is devoted to support, If you need help developing any marketing tools, we are here to help. Contact us ⓘ

Lions Clubs International News

- Register for LionsCon
- Your Global Action Team
- Read LION Magazine
- Explore Our Global Causes
- Meet Our Leaders

Connect with Us Online



 **Lions International**

 **Lions Clubs International FOUNDATION**

 **ORLANDO**

10TH LIONS INTERNATIONAL CONVENTION

LionsVideos



Lions Clubs & Helen Keller Challenge 2.0
Vision Service: scope, challenge, tools, and rewards



Vision ⓘ
Service ideas ⓘ
Vision

Service Projects by California Lions ⓘ




Diabetes ⓘ
Service ideas ⓘ
Diabetes

Service Projects by California Lions ⓘ

Are you passionate about a specific Project Care model? Now's your chance to make an impact!

 Basic social media is simple:

 Tell the story to Share the story to Attract interest.

But to really make this campaign thrive, **we need influencers!**

Group **Influencer Role Includes:**

- ✓ Identify specialty clubs (Veterans, Childhood Cancer, etc.) and their service focus
 - ✓ Reach out to clubs and share the Project Care model
- ✓ Encourage clubs to post **upcoming volunteer opportunities** onto the CA Lions group pages
- ✓ Celebrate and share **post-event success stories** on their socials and the CA Lions group pages
- ✓ Encourage sharing of CA Lions group pages to other social mediums and sharing with friends and family
 - ✓ Share your group with everyone you know!
 - ✓ Use your creativity and have fun,
 - ✓ and most importantly... build a team to maximize outreach

This is a **leadership engagement opportunity** and a chance to support the core values of:

 Marketing- sharing our assets


 Service – Lions helping more people

 Membership- aligned with Mission 1.5

Let's join-together to expand visibility and grow impact!

 Interested in helping? Ready to take a role?

Please contact:
Lion Elizabeth Steves

 Voice or Text: 657-767-4170

 Email: LaHabraLionQueen@rocketmail.com



California Lions Club
Marketing Committee
Lion Year 25/26



The future of California Lions Marketing is so bright... We need to wear sunglasses!



**Thank
you!**



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Secretary



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