



We Serve

Lions District 22-A

# InSights



Volume 81, Issue 1 August 2020

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Fellow Lions,

It is an honor to serve as District Governor for District 22-A Lions Clubs for 2020-2021. Assuming office in any year would be a learning experience. Mid-year 2020, with all the changes literally in the air, makes this a time to adjust and look at new ways for how we support our communities, the rest of the world - and most importantly, ourselves.

About a year ago, Area Leader-Global Action Team Past Council Chairperson Mahesh Chitnis spoke at one of our Full District Cabinet meetings before anyone knew how to spell pandemic. He suggested that Lions should change our ways if we wanted to attract and keep younger generations of members and leaders. Young people are enthusiastic about serving others. They are equally enthusiastic about cutting to the chase, finding out what needs to be done and doing it without getting bogged down in formalities. Among his ideas was meeting remotely without the need to gather in person to accomplish the same things.

Now here we are, wishing for a return to normal and wondering when that will be. **Zoom and webinars have become safe ways to meet. I took my District Governor's oath via Kudo, not to be confused with kudzu.** We find ourselves following the guidelines Mahesh suggested, and the good news is that - amid severe cutbacks in meetings and travel - Lions of District 22-A are making things happen. These are a few items I came across from our newsletters and news stories around the beginning of July:

*Jarrettsville Lions have tried to keep things going as best as possible. The directors have had **ZOOM meetings since March, and in June they met in PDG Dan Scott's backyard, with appropriate physical distancing.** They continue to support local groups in need and donated \$1,000 in food to Mason Dixon Food Bank.*

*Bel Air Lions Foundation presented community service scholarships to 10 local high-school students.*

*Glenwood Lions sponsor Leo Clubs at Bushy Park Elementary, Glenwood and Folly Quarter middle schools. **Although the students couldn't complete as many of their usual projects, they still managed to serve the community in many ways. That includes a book drive donation that collected more than 3,500 books in a little over one month.***

**There are many more stories like these that you'll see elsewhere in this newsletter or online.** Lions in 22-A - while being cautious - are making things happen in crazy conditions. In one of my DG webinars the question was asked about fundraising amid a pandemic. The moderator said Lions need to be realistic and take care of **themselves first: "Sometimes the best action is to pause."** Lions Clubs International knows full well that times are tough. Never before - and I scrolled through the presidential gallery - had LCI frozen in place its senior leaders to serve a second year. Campaign 100 has been extended one more year. *Entry fees for new members and clubs are waived through 2020.* Despite all that, Lions Clubs International



Foundation has stayed busy. As of July 1, LCIF has awarded \$4,919,199 for COVID-19 frontline relief.

That leads to a tidbit that at first glance sounds like bad news. District 22-A does not - nor do any other members of Multiple District 22 at this moment - qualify for coronavirus grants. The overwhelmingly good news is that our area has managed the disease spread much better than other hard-hit communities. Knowing that, our clubs need to keep taking it on ourselves to do what we can to support our local areas. That is not easy, and everyone from the International President through District, Club and individual Lions levels know it. Without getting into clichés, this is the time for innovation - not just do what makes sense in the near term but customize our club meetings. After all, **the LCI initiative is "Your club, your way."** Although it took a pandemic to get the ball rolling, let's give it a shot.

When your club resumes get **togethers whether in person or online, and if it wouldn't be disruptive, I would love to attend.** Drop me at line at [jimkatzaman@gmail.com](mailto:jimkatzaman@gmail.com) and copy AA Suzette Kettenhofen at [lions22a@gmail.com](mailto:lions22a@gmail.com). **Suzette keeps both my calendar and me in line, for which she is already earning her massive salary. Don't be shy** about contacting me for any reason. Be sure to copy District Advisor PDG Angela Bruce at [highland47@outlook.com](mailto:highland47@outlook.com) and our First Vice District Governor Bijoy Mahanti at [bmahanti@msn.com](mailto:bmahanti@msn.com) to keep them in the loop. That way we will be sure nothing falls through the cracks.

**Take care, and I hope to see everyone sooner rather than later this Lions' year.**

Jim



**FIRST VICE DISTRICT GOVERNOR'S INPUT**

My fellow Lions, I am honored and privileged to serve as your FVDG. I was humbled to be asked to serve in this role. I did not get the privilege to visit your clubs, get to know you and campaign for this position. Some of you know me a little bit from our various Region or District activities, and a lot of you do not know me at all. Here I am now, your First Vice District Governor, and I am looking forward to the opportunity to connect with you all.

Service is our foundation and it is service that will allow us to continue to build upon a rich tradition of commitment to all our great communities. Our service will result in membership increases, leadership opportunities, and enhanced visibility in the communities. We are passing through challenging times. While we will encounter challenges in this life, we have a power within us that is greater than any situation we may face, and we can use new strategies to transform ANY problem/challenge. We are all greater than any of our circumstances. Let nobody convince you otherwise.

**One quote I remember from my adolescence is something like "If you live each day as if it was your last, someday you will most certainly be right." It made an impression on me. I think of every day as if this were the last day of my life would I want to do this.**

Now we have been challenged to serve more people which requires more members and new leadership skills in this ever-changing environment. We need to move our Clubs and District forward.

Today we are up to bat! We can apply the game of baseball to our life by recognizing that we will never get a hit unless we get up to bat. Every single day we are given the opportunity to get up to bat. So, when the ball comes our way, let us take a swing in moving our District and Clubs to the next higher level (increase service, increase membership, and acquire new leadership skills). I know we are up to bat when we get the chance.

I am looking forward to a wonderful year.

With much gratitude to you all,  
Bijoy Mahanti  
First Vice District Governor

Something to share:

***"If you could only see your beauty, for you are greater than the sun. Why are you so withered and shriveled in this prison of dust? A basket full of bread sits on your head but you beg for crusts door to door. You are more precious than heaven and earth, you know now your own worth. Sell not yourself for a little price, being so precious in the eyes of God." ----Rumi***



**LIONS VISION RESEARCH FOUNDATION**  
**“Virtual” Golf Tournament**

Our annual golf tournament had to be cancelled due to the on-going coronavirus pandemic. In an attempt to mitigate the financial impact on our fundraising, we are having our first ever “Virtual” Golf Tournament. For a mere \$10, each golfer can make a difference in the lives of legally blind people. This will be a fun event that you can participate in close to **your** home at a time convenient to you and your playing partners.

**How it works:** Form your own foursome and play at a course of your choosing. Each golfer will play their own ball. The team score on each hole for the foursome will be the lowest score among the four golfers. Teams posting lowest score in relation to par receive prizes.

**Cost: \$40 for a foursome (\$10/player)**

**To enter:** Send check with completed registration form on the next page. Play your round between the dates of August 10-24 and send a copy of your scorecard to tournament director at [coach13@zoominternet.net](mailto:coach13@zoominternet.net) (Questions can also be emailed to this address).

**Rules:** Course must have a minimum par of 70. Golfers should use the following tees: men – white, seniors (over 65) - yellow, women – red. A golfer may play for more than one foursome, but a separate entry fee is required for each foursome.

**Prizes:** The number of prizes will be determined by the number of teams entered, but we are hoping to have at least 5 and will be either gift certificates or cash.

The Lions Vision Research Foundation is a 501c3 charity so donations are tax deductible and the proceeds from this event will be directed towards funding an annual fellowship at the Wilmer Eye Institute at Johns Hopkins Hospital.

**LIONS VISION RESEARCH FOUNDATION**  
**“Virtual” Golf Tournament**  
**Registration Form**

Golfers:

- |                                                                                          |                                                            |
|------------------------------------------------------------------------------------------|------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol> | POC:<br>POC email:<br>POC Phone #:<br>Course to be Played: |
|------------------------------------------------------------------------------------------|------------------------------------------------------------|

Make Check payable to “Lions Vision Research Foundation” and mail with registration form\* to: PDG Larry Burton, 3175 Deths Ford Rd, Darlington, MD 21034.

Sponsorship Opportunities:

- |                                 |                           |
|---------------------------------|---------------------------|
| • LVRF Event Sponsor \$1,000.00 | Gold sponsors \$ 500.00   |
| • Silver sponsors \$ 200.00     | Bronze sponsors \$ 100.00 |
| • Friends of LVRF \$ 50.00      |                           |

Sponsors will be recognized on our Facebook page with publication of the tournament results

\*If you don't have your four players locked down at time of registration, put in TBD for player(s) and email names when determined to tournament director at [coach13@zoominternet.net](mailto:coach13@zoominternet.net)



### Update October Leader Dog “Bark, Brew and Wine”

We have made a hard decision to postpone the **Leader Dog “Bark, Brew and Wine”** that had been rescheduled for October 2020. We have been monitoring State guidelines in reevaluating our decision.

To have a successful **Leader Dog** event, we depend on you, our attendees. Bearing these limitations in mind, and the fact that individuals will still be hesitant to go out into large gatherings, at this time it is sensible to reschedule the **Leader Dog “Bark, Brew and Wine”** till the Spring of 2021.

If your Club has not made a donation, please consider making one. For those of you who purchased tickets we can roll your ticket purchase to 2021, donate the money in your name to **Leader Dogs**, or provide you a refund. Please contact PDG Angela Bruce by email at [Highland47@outlook.com](mailto:Highland47@outlook.com) with your decision.

Thank you for your support of this annual event and we look forward to seeing you at the 2021 **Leader Dog “Bark, Brew and Wine”** event with your families and friends.

PDG Owen Landis, Chair

PDG Angela Bruce, Co-Chair



#### DOES YOUR CLUB HAVE A SAFETY OFFICER??

Every club should have a safety officer whose job it is to improve the safety of each Club event. The Safety Officer should inspect the event site to identify and correct possible safety concerns. Although not a complete list, here are some common things the safety officer should be looking out for:

- Adequate lighting inside and outside of the event site.
- Overloaded electrical circuits
- Loose or misaligned equipment
- Equipment not properly maintained
- Dull blades
- Trip hazards
- Loose or non-existent traction pads on steps or ramps
- Overhead hazards
- Supplies or equipment stacked too high
- Presence of first aid kit and fire extinguisher
- Improperly marked exit signs
- Presence and use of personal protective equipment (goggles, hearing protection, fluorescent traffic vests, etc.)



No matter how good the safety inspection, things happen. When something happens that injures a Lion, a guest, or a private citizen, provide immediate first aid and assistance. If there is any doubt at all, call 9-1-1. The experts can decide if the victim needs to be transported. Any incident where additional medical treatment is likely should be **reported to the District Governor and to LCI. LCI carries insurance that should be in effect for any Lions’ sponsored event.**

Provide evidence of automatic insurance coverage from Lions International for your events. Lions can produce their own Certificate of Insurance through the following: [www.lionsclubs.org/en/membercenter/resources/insurance/index.php](http://www.lionsclubs.org/en/membercenter/resources/insurance/index.php).



### MAYBERRY REGISTRATION FORM

**Entry Fee: Individual Shooter - \$70 Four Person Team - \$260**

Shooter's Name		Contact Info	Amount
1		Tel. #:	
		E-Mail:	
2		Tel. #:	
		E-Mail:	
3		Tel. #:	
		E-Mail:	
4		Tel. #:	
		E-Mail:	
<b>TOTAL</b>			

#### EVENT INFORMATION:

- There will be 10 Stations and 50 Targets.
- Each shooter will be provided 2 boxes of shells totaling 50 shells.
- Shooters must provide their own Shotgun. Please indicate if you plan to use 20 Gauge Shot Gun.
- **All Shooters must wear eye and ear protection (Shooter must provide).**
- Registration will open at 9:00 am. The tournament runs from 9:30 am to 1:00 pm
- Lunch will be provided to each registered Shooter.
- Individual and Team prizes will be awarded.
- Lewis Class Scoring will be used which will give every shooter an equal chance to win a prize.
- Make checks payable to: **LVRF Aim For Sight**
- Due date for the completed Registration Form and payment is Saturday, September 19, 2020.
- Mail form and payment to:

**RICHARD LIEBNO**  
**115 Rockland Road**  
**Westminister, MD 21158**



For additional information, please contact PID Richard Liebno  
 Tel. 410-848-4929 or E-Mail: richard.lion@comcast.net



## Lions Vision Research Foundation Aim for Sight Sporting Clay Shoot



Schrader's Outdoors,  
16090 Oakland Rd, Henderson, MD  
Saturday, October 17, 2020

### REGISTRATION - \$75 per Shooter or \$280 per Team

Shooters Name	Phone	Team Name	Amount
1			
2			
3			
4			
<b>Total</b>			

**Fifty targets - 2 boxes (50) shells provided**

**Lunch Provided 11:30 am to 1:00pm**

**Lewis Class Scoring - everyone has a chance to win a prize**

**Individual, Ladies, Youth and Team Prizes Awarded**

**Registration 8:30am to 11:00am (Scorecards in by 12:00pm)**

**Bring Your Gun if You Have One - If Not Gun Provided (Schrader's assurance)**

**Register as a Team - Lions Wear Your Lions Apparel**

**Make checks payable to: "L VRF Aim for Sight"**

**Send to: Lion Dal Mann, 22944 Lyn Oaks Drive, Preston, MD 21655**

**Deadline: October 12, 2020 - Need count to order lunch**

For Information Contact: PDG Dal Mann 410-673-9085  
PID Richard Liebno 410-848-4929  
PCC John Lawrence 410-725-0150

dmanninmd@gmail.com  
richard.lion@comcast.net  
lions@johnlawrence.name



## Five Tips for Serving Safely in Your Community

### Lions Clubs International - March 31, 2020

The ongoing coronavirus (COVID-19) pandemic may be changing the way we live, but it has not changed who we are. We are Lions and We Serve. But during this global health crisis, it is important to keep yourself and your family safe and healthy. And Lions around the world have found new and creative ways to do both. Your club may have already developed a safe strategy to lead a community response to COVID-19, but if you're still looking for new ways to serve, consider these five tips for serving safely that Lions clubs around the world have put into action.



**Keep in touch** - Social distancing does not mean social isolation. Catch up with family, friends, neighbors and fellow Lions by phone or email and see how they are doing. There are also many people in your community, such as the elderly, who may not have as many opportunities to communicate with family and friends. Consider recruiting your club into a phone tree to reach out and have a conversation with someone who would enjoy talking to a caring, friendly person.

**Get social** - Social media has become such an essential part of how we communicate because it is so effective. Spread hope by sharing stories about how your club is helping your community during this crisis. By posting information, updates, and safety tips, you can start a conversation online and transform your club's social media network into a communications hub for your community.

**Fight hunger** - It is important to make sure that we do our part to meet the needs of our community. And fighting food insecurity is a great way to provide comfort to those in need without having to leave your home. Your club can support your local food bank or homeless shelter through fundraising or even by ordering a care package of other essentials like toilet paper, toothpaste, and clothing. When you make sure that your neighbors have what they need at home, you help them to limit their exposure and ensure that we can all get through this together.

**Give the gift of safety** - As you serve during this crisis, your personal safety is the most important thing to remember. And due to a shortage of cleaning supplies and personal protective equipment, such as masks and gloves, this is becoming even more challenging. While many Lions have come together to form mask-making groups and have generously shared their cleaning supplies, it is essential that you make sure to take care of yourself. Remember to serve safely. You too are a part of the community you are serving.

**Find a partner in service** - Your community is full of experienced professionals and organizations that are also doing their part. And many of them need help. Whether it is supporting hotlines or providing translation services, you and your club have the skills they need to strengthen your community's response to COVID-19 - without having to leave home. The relationships you form can help you continue to improve the future of your communities. In a time when people are depending on you more than ever, we are depending on you to take every precaution to serve safely. That is the only way we can get through this together.

Let LCI know how you are serving safely. Post your stories on social media using the hashtag #WeServe and inspire other Lions around the world to do what they can to help their communities. Because we are all in this together!



## ABERDEEN LIONS CLUB HIGHLIGHTS

The Aberdeen Lions Club scholarship committee has awarded a \$1000.00 scholarship to the following seniors: Alexis Amos, Faith Obilo, and Rebecca Thompson.

Normally a presentation would have been made at a dinner meeting. A certificate was presented to each senior. This year the scholarships are being presented in the memory of Lions William Allbritten, Laurence Harris, and Melissa Jordan.

Below is a little information as to the future plans for each winner.



*Alexis Amos will be attending Mount Aloysius this fall majoring in Pre-Physical Therapy and playing on the Mounties softball team!*



*Rebecca Thompson will be attending Jacksonville University in the fall.*



*Faith Obilio will be attending Johns Hopkins University in the fall to double major in Medicine Science & Humanities and Molecular/Cellular Biology on the pre medicine track.*



## BEL AIR CLUB HIGHLIGHTS

### Bel Air Lions Install New Officers for 2020-21



The Bel Air Lions installed new officers for 2020-21 at ceremonies on June 16th at Rockfield Manor. The new officers are (from left to right) are Secretary Amy Biondi, Treasurer John Mosier, 2nd VP Ken Waldner, incoming President Ken Spoerl and 1st VP Sandy Guzewich

### Lion John Mosier Receives the Dr. Arnall Patz Fellowship Award

Lion John Mosier recently was awarded the Dr. Arnall Patz Fellowship Award for his dedicated service to Lionism for over twenty-five years. Lion John has served in all club leadership positions and served as the President of the Lions Association for Sight and Hearing (LASH). In that role, he led the District to procure a LASH trailer and equipped it with up to date vision and hearing screening testing capabilities.



### Bel Air Lions Making Several Improvements to the Bear Legacy Nature Trail

The Lions are making improvements and repairs to several of the activity stations along the nature trail just south of Bel Air including the climbing station and podium for the outdoor classroom.



### \$1000 Community Service Scholarships



The Bel Air Lions Foundation recently presented \$1000 Community Service Scholarships to 10 local high school students. According to Ms. Natalie Shaw, Chairperson of the Scholarship Committee of the Bel Air Lions Foundation, Inc., "The scholarship recognizes outstanding achievements and dedication to community service. All of the recipients actively demonstrated community service throughout their high school years and a commitment to continuing community service projects after high school."



## EASTERN REGIONAL LIONS CLUB HIGHLIGHTS

Congratulations to Jacob Swink of Dundalk High School, the 2020 recipient of the Eastern Regional Lions Club Robert Peros Scholarship! In addition to being an Eagle Scout and a seven-time Ben Carson scholar, Jacob is a member of the National Honor Society and the National Technical Honor Society. He also participates in a work-study program at the National Security Agency and is an altar server at St. Rita's parish. The Lions wish Jacob well in his college career studying cybersecurity!



Eastern Regional Lions Club reached out to two local non-profits and donated supplies for Covid-19 relief, such as cleaning supplies, food preparation items, and food safety supplies for Soup for the Soul in Dundalk and Church of the Harbor in Essex.

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### SOME GENERAL ANNOUNCEMENTS

Joe Livingston reports that he received a call from LensCrafters of Towson as they are doing LensCrafters Cares with a program like the VSP in August of this year for a total of 24 eye exams and eye glasses.

**LASH will be holding all Executive and General Meetings online this Lions' year.**

No information on how or if eyeglass sorting will be held in October.

MD22 will be hosting the 2027 International Convention!!



JUNE 25-29 | PALAIS DES CONGRÈS DE MONTRÉAL

#LCICON2021



**MONTRÉAL 2021**  
103rd Lions Clubs International Convention

## See life through Lion lenses in Montréal!

Online registration is officially open for LCICon 2021 Montréal, where Lions and Leos from around the world will come together to celebrate a life of service while indulging in the culture and life of Montréal. Find out what's in store for you at this year's international convention!

[LEARN MORE](#)

### Experience la vie en Lion

We're excited to share this year's campaign theme, La Vie en Lion! Discover how we're preparing to "live life in Lion" in the beautiful city of Montréal.

[➤ Read the blog](#)





Submit brief articles on service activities or ads for fundraising events to InSights' Editor Lion Sue Parks (rich99991@verizon.net).

Only email copy is acceptable.

**Deadlines for materials:**

**9/20/20 for October issue**

**11/20/20 for December issue**

**1/20/21 for February issue**

**3/20/21 for April issue**

**5/20/21 for June issue**

*Upcoming Events*

**Given current events, schedule is subject to change.**

Aug	8	MD 22 Turnover
	29	Full Cabinet Meeting
Sept	24	LASH Exec. Committee Meeting
	26	LVRF Trustee Meeting
	26	LVRF Aim for Sight - 22-W Host
Oct	3	Region 1 Meeting
	10	Bark & Brew - POSTPONED
	10	LASH Eyeglass Sorting ?
	17	LASH General Membership Meeting

**REMINDER TO CLUBS**

Short articles with pictures (jpgs) should be submitted by the deadlines shown above. These articles must be submitted separately from your club newsletters. Thanks.

**MEMORIALS**



*George McIntire - Bel Air*

*Michael Lauriente - Clarksville*

*Susan Kidwell - South Anne Arundel*



**JULY 2020**

Purnima Rajbhandari - Baltimore Nepalese

Sponsor - Bishal Bhandari

Missy Hinton - Joppatowne

Sponsor - Peggy Hoban

Joseph Leight - Perry Hall Kingsville

Sponsor - Mike Klausmeier

PDG Susan Bonura, MD22 Marketing Communications Chair has provided LCI's Marketing Communication Chair Guide included in the following 4 pages. Please be sure to share with your Club Marketing Communication Chair and any other interested members. Enjoy!



# Marketing Communications Chairperson Guide

## Get Ready for Your Role

As the marketing communications chairperson, you play a dynamic lead role in your club. In this exciting position, you'll inspire and motivate new and current members, increase your club's visibility in the community and increase the impact of your projects and membership initiatives.

Get ready to meet new people and use your creativity to keep your community informed and engaged in all the great things your club is doing.

## Three Steps to Success

No one knows your club better than you. Here are three ways you can promote the key activities of your club.

1

### Shine a light on your service

Lions are built to serve. Be sure to let the community know about your service projects, fundraisers and community events. This will help people understand who you are, what you do, and why they should join you in service.

#### QUICK TIP

- ▶ When planning an event, think about how you'll promote it before, during and after the event.

2

### Tell your stories

Lions have the greatest stories on earth. Storytelling is a powerful way to help people understand your club and all the good you are doing for those in need. Authentic human experiences help people connect on an emotional level and inspire change.

#### QUICK TIP

- ▶ Great photos get attention, so take lots of photos of Lions serving and smiling. Get close when you're photographing for the best images.

3

### Promote your membership events

Your club can do more good with more members. Promoting membership events to the community is a great way to make sure that caring men and women show up at your events.

#### QUICK TIP

- ▶ Don't forget that every service project and club event is an opportunity to find new members.

## Engage Your Community with Facebook

There are a lot of great social media platforms that can help you promote your club, but Facebook is the biggest. If your club doesn't have a Facebook page, now is the perfect time to create one! It's a great way to promote projects and events, and share photos and connect with members, potential members and partners.

### Create Facebook “Events” for your projects

Facebook allows you to create special “Event” pages that can help you raise awareness of a project, invite friends and family, and provide updates to those who RSVP.

**QUICK TIP** ▶ Include keywords in your Event title and description so that Facebook users can find it easily when searching for events in your area.

### Post photos and stories

Don't just tell people what you're doing—show them. Post photos of your events, your service projects and your members so people can see your service in action.

**QUICK TIP** ▶ Quotes and testimonials from the beneficiaries of a service project are a powerful way to show how you're making a real difference in the lives of the people you serve.

### Build your community

Use Facebook as a networking tool to connect with your community. Extend your reach by engaging with partner organizations and local businesses. Invite members to like your page, and encourage them to share posts to their personal profiles. Use messages and comments to communicate directly with potential members. Build your club's brand as a difference-maker in the community.

**QUICK TIP** ▶ Make social media a team effort! Assign multiple admins and editors to your Facebook page so others can access and collaborate.



## Shine a Spotlight on Your Club with Public Relations

Public relations (PR) includes a lot of things, both big and small. Working with traditional media outlets is a big part of PR, but it also includes publicizing the work your club is doing, and the conversations you have with people in the community.

Here are some simple PR strategies that can help you increase your visibility in the community, and show people that your club is not just vital, but also worth joining.

### Leverage your local media

Newspapers, TV, radio and bloggers are always looking for good news. Identify the key media in your community, and try to find the bloggers and reporters who cover local projects like yours. Let them know when you're going to host a project or event in case they want to cover it, and send them photos, outcomes and stories after the event so they can turn it into a story.

### Meet with local officials

Community influencers can help you spread the word about your club, so take time to get to know your local government officials, such as your mayor, trustees and chamber of commerce members. Let them know what your club is doing in the community, and enlist their help in promoting your club. Keep them updated on club activities, and try to attend some of their meetings.

### Connect with local businesses

There's nothing quite like talking to people to help get the word out. So talk to local business owners and managers, and tell them how your club is benefiting the community. They may be willing to sponsor a club event, or allow you to leave flyers in their businesses.

#### QUICK TIP

- ▶ Many media outlets use social media to find story leads, so stay active on social media to help get the media's attention.



## Leverage the Power of the Lions Brand

The Lions brand is one of the most recognized in the world. It helps define who we are. Here are some ways that you can leverage the Lions brand to enhance your own.

### Use marketing materials to get the community's attention

Flyers, ads and handouts help get people to your projects and membership events. Be sure to include your contact information and the Lions logo on your materials. Post flyers and posters in public places and local businesses, and be sure to have materials on hand to give to potential Lions who attend your events to help recruit new members.

### Wear Lions gear to show your pride

Encourage members to wear their Lions gear while serving in the community. This is one of the most powerful ways to promote the Lions brand.

### Be a brand ambassador—everywhere

As the marketing communications chairperson, you are the club's brand ambassador. But it's important to remind your members that each one is also a brand ambassador who represents your club. So be sure that members share the impact, pride and joy of being a Lion with others.

### Lionsclubs.org is your place for marketing resources

Get logos, brand guidelines, videos, social media guides and everything else you'll need to succeed at [lionsclubs.org/marketing](https://lionsclubs.org/marketing)!



## QUICK TIPS

► **Promote all major club events.** This includes before, during (on social media) and after.

**A little planning goes a long way.** Think about what you want to accomplish, who you want to reach, and the best way to do both. Set some realistic goals to stay on track.

**Collaborate with key club members.** Work closely with your membership chairperson and service chairperson to help promote projects, events and success stories.

**Keep your club posted on your progress.** Report your efforts at club meetings, and explain how your club benefits from good public relations and marketing.

**Most of all, have fun!**

