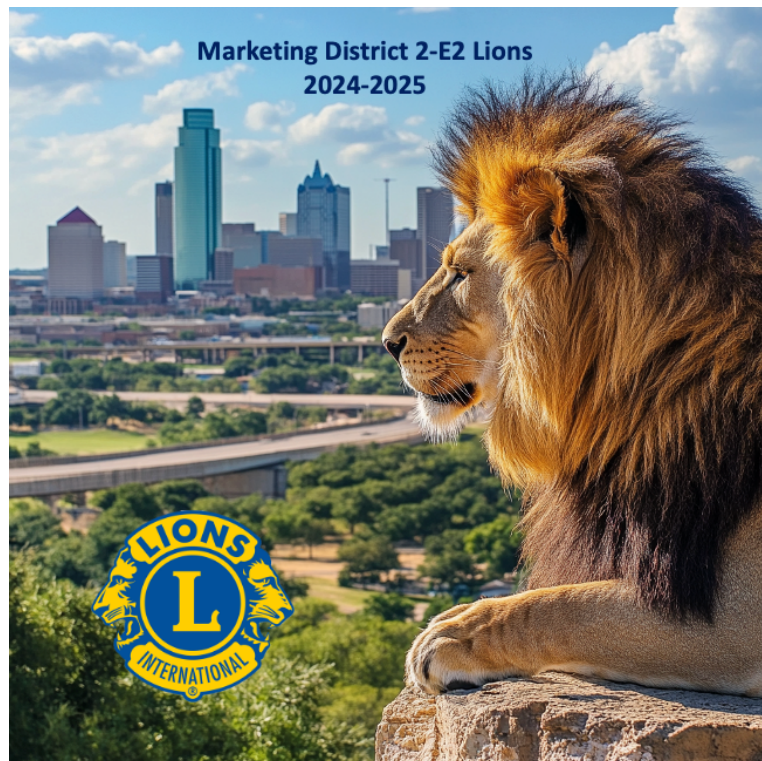


MARKETING YOUR LIONS CLUB



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A Marketing Guide for Lions District 2-E2 2024-2025

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Authors Note: *This document is designed to help District 2-E2 Lions Clubs create a practical and effective **Marketing Plan** that benefits the club, its members, and the communities they serve. The goal is to make it easy to follow, implement, and adapt to each club's unique needs.*

BASICS OF MARKETING: Why It Matters for Lions Clubs

Marketing is essential to Lions Clubs for several reasons, as it helps the organization grow, engage, make a meaningful impact in their communities and ensure the sustainability of your club's activities.

Positive Results of Marketing:

Attract New Members - Marketing helps raise awareness about the mission and values of the Lions Club, which can attract new members who share your passion for service. The more members you have, the more resources and hands you'll have to help with community projects.

Retain Current Members - Internal marketing strengthens member engagement by keeping them informed, inspired, and connected to the club's goals and achievements.

Strengthen Community Engagement - When the community knows what the Lions Club is doing, they're more likely to participate in or support your initiatives. Marketing your events, service projects, and causes helps you build relationships and trust with the local community, which can lead to stronger support and increased involvement.

Boost Fundraising Efforts - Good marketing increases visibility for fundraising campaigns, allowing you to reach a wider audience who may want to contribute to your causes. It also helps explain the impact of donations, showing potential donors how their contributions can directly benefit those in need.

Share Your Impact - By marketing your Lions Club, you can showcase the positive impact your club is making in the community. Whether it's through service projects, donations, or volunteer efforts, marketing gives you the opportunity to celebrate your successes and let the world know how you are changing lives.

Maintain Club Sustainability - Marketing helps ensure that your club stays relevant and continues to thrive for future generations. By consistently sharing your mission, events, and stories, you ensure that the Lions Club remains visible and viable in the community for years to come.

Encourage Collaboration - When people know what you're doing, it opens opportunities for partnerships with local businesses, schools, other nonprofit organizations, and even governmental agencies. This can lead to more resources, shared projects, and community-wide initiatives.

Celebrate Your Legacy - The Lions Club has a long and proud history. Marketing helps share that legacy with new generations, encouraging young people to join and continue the great work that has been happening for over a century.

Build a Stronger Brand - Consistent marketing reinforces the identity and values of Lions Clubs International, aligning local clubs with a global movement. A strong brand enhances credibility, attracting more members, donors, and partners.

By putting effort into marketing your Lions Club, you not only increase your club's visibility but also ensure you're creating lasting, positive change in your community. It's a win-win!

How to Use This Guide:

1. **Start Simple:** Begin with foundational steps that are easy to implement.
2. **Adapt to Your Club:** Tailor the suggestions to suit your club's size, goals, and resources.
3. **Seek Help When Needed:** For more complex tasks, such as optimizing social media or improving your website, our district team is here to assist. Please don't hesitate to reach out for support!

Let's brainstorm some creative marketing ideas to make District 2-E2 Lions Club campaigns engaging and impactful.

BUILD A STRONG BRAND

Building a stronger brand means creating a clear, consistent, and memorable identity for your Lions Club that resonates with members, the community, and potential supporters. A strong brand helps people understand who you are, what you stand for, and why they should care. Here's what it involves:

- 1. Define Your Identity** – A well-defined identity helps people connect emotionally with your club and understand its purpose.
 - a. *Clarify* your club's mission, vision, and values.
 - b. *Identify* what makes your Lions Club unique compared to others (e.g., specific projects, a strong local legacy, or carefully selected community partnerships).
- 2. Create a Consistent Message** - Consistency builds trust and makes your club more recognizable, ensuring people can easily associate your message with Lions Clubs.
 - a. Develop a slogan, tagline, or core message that reflects your club's mission (e.g., "We Serve" – "Serving Our Community Since").
 - b. Use consistent language, tone, and visuals across all communications—flyers, social media, newsletters, and events.
- 3. Develop a Visual Identity** - A cohesive visual identity makes your materials stand out and look professional, helping people instantly recognize your club.
 - a. Use the Lions Clubs International logo, colors, and imagery as a foundation.
 - b. Add localized elements (e.g., a recognizable landmark or theme) to make your club's visuals more personal.
- 4. Showcase Impact** - People are more likely to support a club when they see the positive change it creates in the community.
 - a. Highlight the tangible results of your club's work: show where fundraising dollars are distributed, the number of people helped, stories of individuals impacted, or successful events.
 - b. Use testimonials, photos, and videos to make your message relatable.
- 5. Engage With Your Audience** - Engagement builds relationships, fosters loyalty, and shows that your club values its members and community.
 - a. Interact with members and the community on social media, at events, and through newsletters.
 - b. Actively seek feedback and respond to questions or concerns.
- 6. Deliver on Your Promises** - Reliability strengthens your reputation and encourages others to trust and support your club.
 - a. Align your club's actions with its mission and values.
 - b. Follow through on commitments, whether they're service projects, events, or collaborations.

- 7. Tell Your Story** - Stories are powerful tools for building emotional connections and inspiring people to join or support your club.
- a. Share the history of your Lions Club, why it was founded, and how it has evolved.
 - b. Highlight members and what they contribute to the success of the club. Spotlight their involvement in their District, or Zone.

A strong brand ensures your Lions Club is seen as a trusted, effective, and vital part of the community, making it easier to attract members, donors, and partners who share your passion for service.

CREATING A MARKETING EFFECTIVE WEBSITE

Creating a website that serves both internal (club members) and external (potential members, community, sponsors) marketing needs requires thoughtful design, engaging content, and clear organization. Here's a step-by-step guide to building an effective Lions Club website:

Define Your Website's Goals

a. *Internal Goals:*

- Keep members informed about events, meetings, and club updates.
- Provide easy access to resources like minutes, guides, and forms.
- Foster collaboration and communication among members.

b. *External Goals:*

- Attract new members by showcasing the club's impact and benefits of joining.
- Promote events and projects to the community.
- Encourage donations and partnerships by highlighting your work.

Plan Your Website's Structure - Organize the website into sections that cater to both audiences:

Homepage:

- a. Include a clear mission statement or tagline (e.g., "Serving Our Community, Empowering Change").
- b. Showcase recent achievements with impactful visuals and headlines.
- c. Feature a call-to-action (CTA) for joining, donating, or volunteering.

For External Visitors:

1. About Us
 - a. Introduce your club, history, mission and values
 - b. Highlight membership benefits and your connection to Lions Clubs International and Lions of Texas (MD-2 website link.)
2. Our Projects/Impact
 - a. Use stories, photos, and videos to showcase completed and ongoing service projects.
 - b. Include metrics (e.g., meals served, funds raised) to demonstrate impact.
3. Events
 - a. List upcoming events with dates, locations, and registration details.
 - b. Offer an easy way to RSVP or buy tickets for fundraisers.
4. Join Us
 - a. Explain the membership process and benefits.
 - b. Include a form for potential members to express interest.

5. Donate/Sponsor
 - a. Provide information on how donations are used.
 - b. Include secure donation options (e.g. PayPal, Stripe, Square)
 - c. Offer Sponsorship packages and benefits for businesses.
6. Contact Us
 - a. Include a contact form, email address, and phone number.
 - b. Add social media links for more ways to connect.

For Internal Members:

1. Member Resources (Password Protected).
 - a. Meeting minutes, agendas, and newsletters.
 - b. Training resources and marketing materials.
 - c. Tools for internal collaboration (e.g. committee updates).
2. Calendar
 - a. Centralized calendar with all club events, deadlines, and meetings.
 - b. Option to sync with personal calendars.
3. Member Spotlight – Feature members achievements, anniversaries, and contributions.
 - a. Design for Usability and Engagement – Use a mobile friendly design so the site looks great on all devices.
 - b. Use a clean menu with dropdowns for easy navigation.
 - c. Add a search bar to help users find content quickly.
 - d. Incorporate high-quality images and videos of your club in action.
 - e. Use official LCI Branding guidelines for colors and logos.
4. Include Interactive Features
 - a. Forms: Allow online submission for joining, volunteering, or donating.
 - b. Event Registration: Provide an RSVP system or ticket purchase option.
 - c. Social Media Integration: Embed feeds from platforms like Facebook or Instagram
 - d. Newsletter Signup: Collect email addresses to keep visitors updated.
5. Optimize for (SEO) Search Engine Optimization
 - a. Use keywords like “Lions Club (your city)”, “Volunteer Opportunities” or “Community Service”
 - b. Add text with images
 - c. Create active blog posts about community projects to drive organic traffic.
6. Track Performance and Engagement
 - a. Use tools like Google Analytics to monitor website traffic and visitor behavior.
 - b. Track conversions, such as form submissions and donations.
 - c. Adjust content and features based on user data.

7. Maintain and Update Regularly

- a. Assign a marketing committee member to update the site with fresh content.
- b. Regularly review pages for outdated information.
- c. Post updates after every event or major project.

With an effective website, your Lions Club can connect deeply with members and the community, amplify your impact, and support both internal and external goals.

CHOOSING TOOLS THAT WORK FOR YOUR CLUB

Choosing the right marketing tools for your Lions Club depends on your club's goals, target audience, and available resources. Here's a guide to help you select effective tools:

1. **Define Your Objectives** - Before choosing tools, clarify what you want to achieve:
 - a. *Membership Growth*: Attract new members.
 - b. *Event Promotion*: Increase attendance at events or fundraisers.
 - c. *Community Awareness*: Highlight your club's impact.
 - d. *Member Engagement*: Keep existing members informed and motivated.
 - e. *Fundraising*: Promote campaigns to raise donations or attract sponsors.
2. **Know Your Audience** - Understand your audience to choose tools they're likely to use:
 - a. *Age Group*: Younger audiences might respond to social media, while older audiences may prefer email or printed materials.
 - b. *Location*: Focus on platforms or media channels relevant to your community.
 - c. *Tech Comfort Level*: Ensure your tools are user-friendly and accessible to members and the public.
3. **Assess Your Resources** – Take a close look at your club assets:
 - a. *Budget*: Free or low-cost tools may be ideal for clubs with limited funds.
 - b. *Skills*: Choose tools that align with your members' expertise (e.g., graphic design, video editing).
 - c. *Time*: Use tools that simplify and streamline tasks to avoid overwhelming volunteers.
4. **Explore Categories of Marketing Tools**: *Set up a generic email to use as a login when setting up Social Media Accounts.* It is wise to use separate passwords for each different account however. That makes it easier to share information when committee members change. Those logins and passwords should be shared with your Club Secretary.

Social Media Platforms - For reaching a broad audience and showcasing activities in real-time.

- a. *Tools*: Facebook, Instagram, X (Twitter), LinkedIn.
- b. *Benefits*: Free to use, high engagement, shareable content.
- c. *Tip*: Use visuals like photos and videos to highlight service projects and events.

Graphic Design Tools - For creating flyers, posters, and social media posts.

- a. *Tools*: Canva, Adobe Spark, VistaCreate. Many are easy to use, professional templates. Don't forget to experiment with Power Point Tools. Many tools are offered free for nonprofit organizations.
- b. *Tip*: Stick to consistent colors and branding for a polished look. (See LCI website for colors and branding)

Email Marketing Platforms - For engaging members and keeping them informed. Use your club's generic email address when using these platforms. Passwords for these accounts should be changed at the beginning of each new Lion's Fiscal Year for security purposes.

- a. *Tools:* Mailchimp, Constant Contact, Sendinblue and others.
- b. *Benefits:* Automates communication, tracks engagement, customizable templates.
- c. *Tip:* Use for newsletters, event reminders, or donation campaigns.

Event Promotion Tools - For advertising events and managing registrations.

- a. *Tools:* Eventbrite, Meetup, Facebook Events. (Facebook is free).
- b. *Benefits:* Widens reach, simplifies ticketing or RSVPs.
- c. *Tip:* Share event links on multiple platforms for better visibility.

Website and Blog Platforms - For sharing detailed information about your club's mission, history, and events.

- a. *Tools:* WordPress, Wix, Squarespace, LCI's E-Clubhouse.
- b. *Benefits:* Central hub for club info, customizable, builds credibility.
- c. *Tip:* Keep your website updated with fresh content and photos.

Video Creation Tools - For impactful storytelling and sharing your club's projects.

- a. *Tools:* iMovie, Adobe Premiere Rush, Animoto, You Tube, even Power Point can turn a presentation into a video to post on social media sites.
- b. *Benefits:* Engages audiences, showcases your impact visually.
- c. *Tip:* Highlight testimonials and action shots in short videos.

Analytics Tools - For measuring the success of your efforts.

- a. *Tools:* Google Analytics, Facebook Insights, Hootsuite Analytics.
- b. *Benefits:* Tracks website traffic, social media performance, and campaign effectiveness.
- c. *Tip:* Use insights to adjust strategies and focus on what works.

Public Relations Tools – For connecting with local media and press.

- a. *Tools:* Press release templates, PRWeb, local newspapers or radio stations. Take advantage of TV bulletin boards, local news and weather, chamber of commerce boards, etc.
- b. *Benefits:* Builds credibility, increases exposure to a local audience.
- c. *Tip:* Share stories about your club's impact to inspire coverage.

Test and Evaluate Start with a few tools to see what works best

- a. Monitor results (e.g., website traffic, event attendance, social media engagement).
- b. Adjust your strategy based on performance.

Consider Training and Support – If needed, offer training sessions for members to familiarize them with new tools.

Assign responsibilities within the Marketing Committee to ensure proper usage and upkeep.

- a. Social Media: Facebook, Instagram, Snapchat and LinkedIn.
- b. Design: Canva (free version).
- c. Email Marketing: Mailchimp (free plan for smaller audiences and nonprofit organizations).
- d. Event Promotion: Facebook Events.
- e. Website: WordPress, Wix, GoDaddy or LCI's E-Clubhouse.

By selecting the right mix of tools, your Lions Club can effectively share its story, engage members, and make a greater impact in your community.

LCI AVAILABLE TOOLS

The Lions Clubs International (LCI) website is a treasure trove of marketing resources specifically tailored for Lions Clubs. Leveraging these resources can save time, ensure brand consistency, and help clubs create impactful campaigns. Here's an overview of what's available and how clubs can use it effectively:

1. Available Marketing Videos

- a. Professionally produced videos showcasing Lions' service impact, mission, and global reach.
- b. Campaign-specific videos (e.g., hunger relief, vision programs).
- c. Testimonials and inspiring stories from Lions around the world.

How to Use Them:

- a. Share videos on social media to engage with followers.
- b. Use them during club meetings or recruitment events to inspire members and potential recruits.
- c. Embed them on your club's website to highlight your alignment with LCI's mission.

2. Social Media Instructions

- a. Step-by-step guides for creating and managing social media accounts.
- b. Tips on increasing engagement, posting frequency, and using hashtags effectively.
- c. Ideas for creating and scheduling content.

How to Use Them:

- a. Train your Marketing Committee or members responsible for social media.
- b. Follow LCI's best practices for platform-specific engagement (e.g., photo-based content for Instagram, event promotion on Facebook).
- c. Use LCI-provided hashtags like #WeServe to connect with the global Lions community.

3. Branding Expectations

- a. Official Lions Clubs International logo in various formats.
- b. Guidelines on colors, fonts, and design elements for marketing materials.
- c. Rules for customizing logos while maintaining brand consistency.

How to Use Them:

- a. Ensure all flyers, posters, and digital materials adhere to LCI branding.
- b. Train members to use the correct logos and design templates.
- c. Promote a unified, professional image for your club to build trust and recognition.

4. Templates and Toolkits

- a. Templates for posters, brochures, and newsletters.
- b. Campaign-specific toolkits with pre-written content and graphics.
- c. Sample press releases for event promotion.

How to Use Them:

- a. Customize templates with your club's details to save time and maintain a professional look.
- b. Use pre-written content to kickstart campaigns and avoid reinventing the wheel.
- c. Share toolkits with your Marketing Committee for streamlined efforts.

5. Training Resources

- a. Online courses and webinars focused on marketing and communications.
- b. Tutorials on using digital tools like Canva or Facebook Ads.
- c. Leadership training that includes marketing strategies.

How to Use Them:

- a. Encourage members to take relevant courses to build skills.
- b. Integrate training sessions into club meetings or workshops.
- c. Stay updated with new strategies and tools as they become available.

6. Service and Impact Stories

- a. Stories from Lions clubs worldwide about successful projects and events.
- b. Photos and videos of Lions in action.

How to Use Them:

- a. Share these stories on your club's website or social media to inspire your members and audience.
- b. Use them as examples to replicate similar projects in your community.

7. Public Service Announcements (PSAs)

- a. Professionally crafted PSAs for radio, television, and online use.
- b. Scripts and guidelines for creating your own PSAs.

How to Use Them:

- a. Share PSAs with local media outlets to promote your club's events or mission.
- b. Adapt LCI-provided scripts to highlight your club's specific impact.

8. Lions Clubs International Blog - <https://www.lionsclubs.org/en/blog>

- a. Updates on LCI initiatives and global projects.
- b. Tips for club leaders and members on marketing, leadership, and community engagement.

How to Use Them:

- a. Stay informed about LCI trends and initiatives.
- b. Share relevant blog posts with members to keep them engaged and motivated.

9. LCIF Specific Resources

- a. Materials focused on Lions Clubs International Foundation initiatives.
- b. Fundraising and grant promotion content.

How to Use Them:

- a. Promote LCIF and community supported projects in your community.
- b. Showcase global impact to encourage donations and member involvement.

10. Lions Share Program - <https://www.facebook.com/groups/lionssmile>

- a. Social media and content-sharing initiatives for clubs to amplify key messages.
- b. Could be useful as a resource, and to highlight club successes.

How to Use Them:

- a. Participate in campaigns and share content directly from LCI channels.
- b. Engage with the global Lions community by liking, commenting, and reposting.

11. Tips for Getting Started

- a. Visit the LCI Resource Center: Explore all available materials in one place.
- b. Bookmark Key Resources: Identify frequently used tools for easy access.
- c. Incorporate into Your Marketing Committee: Assign members to specific tasks, like managing branding or handling social media.
- d. Stay Updated: Check for new resources regularly to keep your club's marketing fresh and relevant.

By utilizing the marketing resources on the LCI website, your club can elevate its outreach efforts, maintain a strong brand identity, and connect more effectively with your community. Look at cooperating with District Marketing Teams.

INTERNAL and EXTERNAL MARKETING

Internal and external communications serve distinct yet complementary roles within organizations. Each has unique goals, audiences, and channels, but both are essential for a well-rounded communication strategy.

Here's an overview of how they differ and why each is important:

Internal Communications – The goal is to motivate, and retain existing members by emphasizing the value of their involvement, enhancing the member experience, and reinforcing the club's mission and impact.

1. **Purpose:** Internal communications focus on informing, engaging, and aligning members with the club's mission, goals, and values. This can include keeping members updated on club news, building a positive culture, and fostering teamwork and productivity.
2. **Audience:** The primary audience for internal communication is your members. *The main goal is to engage members.*
3. **Channels:** Lions Clubs use various channels to communicate internally, including:
 - a. Email newsletters
 - b. Internal messaging apps (like Slack or Microsoft Teams)
 - c. Bulletin boards and digital displays
4. **Benefits:** Improved morale and culture.
 - a. Engaged members feel valued and motivated.
 - b. Clear understanding of goals: Alignment around objectives helps focus efforts.
 - c. Increased productivity: Effective communication can streamline processes and reduce misunderstandings.

KEY STRATEGIES FOR MARKETING TO MEMBERS:

1. **Regular and Transparent Communication**
 - a. Keep members informed about club activities, decisions, and plans.
 - b. Provide updates on projects, fundraising, and community impact.

How to:

- a. Send monthly newsletters with engaging updates, photos and upcoming events.
- b. Use platforms like email, WhatsApp or Facebook Groups to communicate quickly.
- c. Share meeting minutes or highlights for those unable to attend meetings.

2. Provide Opportunities for Growth

- a. Empower members by offering leadership roles and skill-building opportunities.
- b. Encourage members to share ideas and participate in decision-making.

How to:

- a. Assign roles in committees or task forces to match members' interests and skills.
- b. Promote LCI's online training courses and webinars for personal development.
- c. Rotate leadership positions to give more members a chance to lead.

3. Use Internal Branding

- a. Reinforce the club's identity and purpose within the membership.
- b. Ensure members feel connected to Lions Clubs International's global mission.

How to:

- a. Use the LCI logo, colors, and branding in all internal materials.
- b. Display banners, posters, and other branded items at meetings and events.
- c. Provide branded apparel or accessories like pins, shirts, or hats for members

4. Foster Pride in the Club's Legacy

- a. Highlight the club's history, milestones, and impact over the years.
- b. Connect members to the broader LCI mission.

How to:

- a. Create a timeline of the club's achievements for display.
- b. Share historical photos and stories during meetings or newsletters.
- c. Remind members of their contributions to a global movement.

5. Why Internal Marketing Matters

- a. Boosts Member Retention – engaged members are more likely to stay active in the club.
- b. Increases Participation – informed and motivated members contribute more effectively.
- c. Strengthens Club Identity – Reinforces a sense of purpose and pride in being part of the Lions.
- d. Builds Leadership Pipeline – Engaged members are more likely to step into leadership roles.

By focusing on internal marketing, your Lions Club can create a thriving environment where members feel valued, inspired and committed to serving their community.

EXTERNAL COMMUNICATIONS

External marketing communications for a Lions Club are focused on building awareness, engaging the community, attracting new members, and encouraging support for your projects and initiatives. Effective external marketing ensures your club's mission, values, and impact are recognized beyond the membership.

1. **Purpose:** External communications aim to build and maintain the club's public image and relationships with its audience outside the organization. This involves promoting services, managing the brand, engaging and addressing community needs.
2. **Audience:** The primary audience includes families, potential members, media, partners, and the general public.
3. **Channels:** Reaching people where they are increases visibility and engagement.

Key Channels:

- a. *Social media:* Platforms like Facebook, Instagram and X (Twitter) are ideal for sharing stories, events and photos. So are Snapchat, YouTube and LinkedIn.
 - b. *Local media:* Use newspapers, radio and TV to promote events or publish success stories.
 - c. *Email Marketing:* Reach supporters and prospects with newsletters and announcements.
 - d. *Community Boards:* Post flyers in libraries, schools, local Chamber of Commerce and local businesses.
 - e. *Website:* Maintain a hub of information about your club, events, and projects.
4. **Create a Strong, Consistent Message** – A clear, compelling message builds trust and makes your club memorable.

How to:

- a. What is your club's mission?
 - b. What problems are you solving in the community?
 - c. What are your club signature projects or fundraisers.
 - d. Why should people join or support your club?
 - e. Share real-life impact stories to connect emotionally
 - f. Ensure all communications align with LCI branding and guidelines.
5. **Leverage Visual Content** – Visuals are more engaging and help convey your message quickly.

How to

- a. Use high-quality photos and videos of your club's events and service projects.
- b. Design visually appealing flyers, posters, and social media posts using tools like Canva.
- c. Create a video series showcasing your impact or member testimonials.
- d. Use Facebook Live to spotlight specific activities.

6. Promote Events Effectively – Well-promoted events attract more attendees and build community engagement.

How to:

- a. Create a Facebook Event and share it widely (boost the event).
- b. Distribute flyers to local Chambers, businesses and organizations.
- c. Send press releases to local media outlets.
- d. During the event post live updates or stories on social media.
- e. Take photos and videos for future promotions.
- f. After the event share a recap with photos and a thank-you message on social media and your website.

7. Partner with Other Organizations – Collaboration amplifies your reach and creates opportunities for mutual support.

How to:

- a. Work with local schools, businesses, or nonprofits on joint initiatives.
- b. Cross-promote each other's events and activities.
- c. Seek sponsorships or donations from businesses in exchange for promotion.

8. Establish a Strong Social Media Presence – Social media is one of the most effective ways to connect with your audience.

How to:

- a. Post regularly with a mix of:
 - Stories of your impact
 - Upcoming events and meetings
 - Volunteer opportunities
 - Fun engaging content (e.g., polls, trivia)
- b. Use hashtags like #WeServe to increase visibility
- c. Respond promptly to comments and messages to build relationships.

9. How Do Hashtags Help – A hashtag is a word or phrase preceded by the # symbol (#WeServe). It is used on social media platforms to categorize content and make it easier to find posts on a specific topic. Hashtags act as keywords that help users discover content related to their interests.

- a. They allow your posts to reach a wider audience beyond your followers.
- b. They bring like-minded people together around a shared interest or cause.

- c. Create a unique hashtag for your event or campaign to encourage participation and track engagement.
- d. Follow trending hashtags to see what topics are popular and align your content accordingly.

How to use Hashtags effectively:

- a. *Be Relevant* – Use hashtags that align with the content of your post.
- b. *Be Specific* – General hashtags can get lost in the crowd, while specific ones reach a targeted audience.
- c. *Use a Mix* – Combine popular hashtags with niche ones.
 - Popular: #Volunteering
 - Niche: #LionsClubsInAction
- d. *Don't Overdo It* – Stick to 2 – 5 hashtags per post to avoid looking spammy.
- e. *Create Branded Hashtags* – Develop a unique hashtag for your club or campaign. (#YourClubNameRocks, #LionsServeHope)

10. Where to Use Hashtags

Social Media Platforms:

- a. Instagram: highly effective
- b. X (Twitter): Use 1 or 2 hashtags to keep tweets concise
- c. Facebook: Use sparingly, but they can help with event promotion
- d. LinkedIn: Professional hashtags (#NonProfitWork) work well
- e. YouTube: Using Hashtags for YouTube shorts work best
- f. Snapchat: Uses Geofilters more effectively than Hashtags.

Social Media Management Software: Brandwatch, Loomly, Cloud Campaign, PostMonster, Unbound Social, Iconosquare, Marketing 360, EQUIP, Hootsuite, or dlvr.it.com – All of these have a price tag and vary as far as user friendliness goes. They can be timesavers however. Post to one or two platforms and the apps will post to all those you designate.

Printed Materials – Include your branded hashtag on flyers or event programs to encourage attendees to share posts.

- a. *Event Promotions* – Use hashtags in press releases, event invites, and online posts to create buzz and monitor/track your digital footprint. Hashtags are utilized to measure brand awareness.
- b. *How to Track Hashtags:* Search on Platforms – Type the hashtag into the search bar to see posts using it.

- c. Hashtags are a simple yet powerful tool to boost your Lions Club's visibility, engage your community, and amplify your message. Start experimenting with relevant hashtags to see their impact on your outreach efforts.

11. Utilize Public Relations – Media coverage builds credibility and expands your reach.

How to:

- a. Write press releases for major events or milestones.
- b. Build relationships with local reporters or editors.
- c. Invite the media to cover your projects or events.

12. Invest in Advertising – Paid promotion can significantly expand your reach.

How to:

- a. *Social Media Ads*: Target specific demographics with paid Facebook or Instagram ad.
- b. *Print Ads*: Place ads in local newspapers or magazines.
- c. *Radio/TV Ads*: Promote high-profile or campaigns on local stations.

13. Monitor and Measure Success – Understanding what works helps you refine your strategies.

How to:

- a. Use analytics tools to track website traffic, email open rates, and social media engagement.
- b. Collect feedback from attendees or supporters after event.
- c. Set measurable goals for your campaigns (e.g. number of attendees, funds raised).

Goal	Audience	Channel	Content/Action	Measure Success
Recruit new members	Local community	Facebook, flyers	Post "Why Join?" videos, distribute flyers	Number of new members joined
Promote fundraiser	Donors, sponsors	Email, social media ads	Highlight impact of donations, use testimonials	Funds raised, donor engagement
Increase event turnout	Community families	Local radio, Facebook	Share event details, post photos of past events	Event attendance, social share

By developing a strategic and consistent approach to external marketing, your Lions Club can enhance its visibility, build stronger community connections, and achieve its mission more effectively.

BENEFITS OF A MARKETING COMMITTEE

Having a dedicated Marketing Committee in your Lions Club provides structure and expertise to enhance the club's visibility, attract members, and amplify its impact. Here are the key benefits:

- 1. Focused Expertise and Leadership** – This specialization leads to more impactful campaigns and initiatives.
 - a. A Marketing Committee pools members with skills in communication, design, or public relations.
 - b. It ensures that marketing efforts are consistent, professional, and aligned with the club's goals.
- 2. Consistent Communication** - Consistency keeps members engaged and the community informed.
 - a. The committee can plan and maintain regular communication through newsletters, social media, press releases, and other channels.
 - b. It ensures that club events, achievements, and calls to action are effectively shared.
- 3. Enhanced Member Recruitment** - Consistency keeps members engaged and the community informed.
 - a. A Marketing Committee can create targeted campaigns to attract new members by showcasing the club's impact and benefits of joining.
 - b. They can use multiple platforms (social media, local events, flyers) to reach diverse audiences.
- 4. Better Event Promotion** - Boosts event attendance and participation, leading to greater success.
 - a. The committee can create promotional materials and strategies for fundraisers, service projects, and other events.
 - b. They can collaborate with local media, partners, local chambers and influencers to broaden outreach.
- 5. Stronger Community Awareness** - Raises the club's profile, increasing community trust and support.
 - a. The committee can focus on external marketing to ensure the community knows about the club's activities and mission.
 - b. They can highlight the club's achievements through storytelling and impactful visuals.
- 6. Improved Internal Communication** - Strengthens member engagement and ensures everyone feels included.
 - a. The committee can manage internal updates, ensuring all members are informed about meetings, projects, and other club activities.
 - b. They can create resources like handbooks or training materials to align members with marketing goals.

- 7. Enhanced Fundraising Efforts** - Increases the success of fundraising efforts by connecting with more donors.
 - a. The committee can design marketing campaigns that highlight the need for and impact of donations.
 - b. They can engage sponsors and donors through clear, compelling messages.
- 8. Centralized Strategy and Planning** - Ensures marketing efforts are proactive, organized, and effective.
 - a. A Marketing Committee can create a marketing calendar to plan promotions around key events and projects.
 - b. They can set measurable goals, track progress, and adapt strategies based on results.
- 9. Utilization of Digital Tools** - Expands the club's reach and engages a tech-savvy audience.
 - a. The committee can manage digital platforms like social media, websites, and email marketing tools.
 - b. They can explore trends and tools (e.g., video marketing, SEO) to maximize outreach.
- 10. Increased Member Pride and Club Morale** - Improves member retention and creates a positive, energized club culture.
 - a. Showcasing the club's successes builds pride among members.
 - b. Members feel motivated when they see their work being recognized and celebrated.

In short, a Marketing Committee provides the framework and focus needed to ensure that your Lions Club's mission, projects, and opportunities are effectively communicated, benefitting the club and the community it serves.

An organized committee can maintain consistency from one year to the next as new officers are elected and new members look for ways to contribute to your club's success.

You may want to think about Committee positions in terms of Internal and External marketing, depending upon the size of your club.

CULTIVATING COMMUNITY PARTNERSHIPS

Partnerships are engrained in our Communities

“Where There’s a Need, There’s a Lion”

Lions are Proven: A lot has happened since 1917, but one thing hasn’t changed – the service, dedication, and leadership of Lions in their communities.

Lions are Agile: The impact of LCI crosses borders and covers continents. With 1.4 million members supported by a global foundation, we are a force for good serving in nearly every corner of the world. We are experts in kindness and equipped to serve when and where we are needed most.

Lions are Connected: Lions live and work in communities they serve. We know how to encourage, serve and advocate for our neighbors and those in need.

CSR – (Corporate Social Responsibility) is a significant focus for businesses aiming to give back to their communities, enhance their reputation, and align with ethical practices. Lions Clubs with their global impact and local reach, are well-positioned to partner with corporations by aligning their initiatives with corporate CSR objectives.

1. **Understand Corporate CSR Goals** – Before approaching a business, research their CSR initiatives to tailor your proposal. Common focus areas include:
 - a. *Community Development Programs:* Programs supporting education, hunger relief, or housing.
 - b. *Health and Wellness:* Initiatives targeting vision care, or other public health concerns.
 - c. *Sustainability:* Environmental projects like tree planting or recycling programs.
 - d. *Employee engagement:* Opportunities for employees to volunteer or participate in community events.
2. **Showcase Lions Clubs’ Alignment with CSR Values**
 - a. *Global Mission with Local Impact:* Emphasize LCI’s mission of serving communities while highlighting local service projects.
 - b. *Proven Impact:* Use metrics and success stories to demonstrate the tangible outcomes of your programs.
 - c. *Customize Partnerships:* Offer flexibility to align with the corporations specific CSR focus.
3. **Offer Specific Sponsorship Opportunities** – Create tailored sponsorship packages that provide clear benefits to the corporation.
 - a. *Event Sponsorships* – Charity runs, vision screenings, community clean-up events.
 - Appeal: Public recognition through event branding (e.g. banners, t-shirts, promotional materials).
 - b. *Project Sponsorship* – Funding a school supply drive, sponsoring medical equipment for a health camp.
 - Appeal: Direct impact on a specific cause that aligns with their CSR priorities.
 - c. *Volunteer Engagement* – Encouraging employees to volunteer at Lions events or projects
 - Appeal: Employee morale and team-building opportunities.

- d. *In-Kind Contributions* – Donating goods or services (e.g. food for events, transportation, printing materials).
 - Appeal: Easy way to contribute without a significant financial commitment.
- 4. **Highlight Benefits to the Corporation** – When pitching to potential sponsors, focus on the advantages they'll gain.
 - a. *Enhanced Brand Image*
 - Association with a globally recognized service organization enhances credibility.
 - Public recognition through Lions' promotional materials, social media and event.
 - b. *Community Visibility*
 - Exposure to local audiences through Lions events, newsletters, and campaigns.
 - Positive media coverage from partnerships.
 - c. *Employee Satisfaction* – Opportunities for employees to volunteer can boost engagement and satisfaction.
 - d. *Tax Benefits* – Many sponsorships qualify as 501(c)3 tax-deductible contributions.
 - e. *Long-Term Partnership Potential* – Building a relationship with Lions Clubs opens the door to ongoing collaboration, expanding the corporation's CSR portfolio.
- 5. **Develop a Professional Proposal** – The proposal should clearly outline:
 - a. *About Lions Clubs*: Briefly describe the organization and your club's work.
 - b. *The Need*: Present the specific issue you're addressing (e.g. childhood vision screening, hunger relief).
 - c. *Sponsorship Packages*: Offer options for monetary or in-kind support with clear benefits.
 - d. *Impact Metrics*: Show how their sponsorship will make a difference.
 - e. *Brand Visibility*: Explain how the company will be recognized for their support.
- 6. **Maintain and Nurture Relationships**
 - a. *Show Appreciation*: Send thank-you notes, certificates, or plaques to acknowledge contributions.
 - b. *Provide Updates*: Share reports, photos, and testimonials from the sponsored project.
 - c. *Invite Participation*: Encourage corporate representatives to attend or speak at Lions events.
 - d. *Promote Partnerships*: Feature sponsors in newsletters, websites, and social media.

7. CSR Driven Partnerships Examples

- a. *Health and Wellness: Vision Care* – a local optometry company sponsors free vision support for underprivileged children, gaining visibility in the schools and the community
- b. *Sustainability: Environmental Campaign* – A business funds a tree-planting drive in collaboration with Lions, with their employees joining the effort.
- c. *Community Development: Community hunger relief* – A grocery chain provides food donations for Lions' hunger relief projects, showcased in social media.

By aligning Lions Club initiatives with Corporate CSR priorities and emphasizing the mutual benefits of collaboration, clubs can successfully attract and retain corporate sponsorships, amplifying their impact on the community.

PREPARE FOR YOUR NEXT LION'S YEAR

Creating a marketing plan tailored to your Lions Clubs can help your Marketing Committee coordinate each of their responsibilities and increase your visibility, attract new members, and amplify your community impact. Here's a step-by-step guide to get you started:

ANALYZE YOUR CURRENT POSITION

- a. **Internal Audit:** Review your club's strengths, challenges, and existing communication tools.
- b. **External Audit:** Assess your community's awareness of your club and its activities.
- c. **SWOT Analysis:** Identify your Strengths, Weaknesses, Opportunities, and Threats.

DEVELOP YOUR MESSAGING - Craft clear and compelling messages:

- a. **Mission-Focused:** Emphasize how your club serves the community.
- b. **Emotion-Driven:** Share stories that inspire and connect with people emotionally.
- c. **Call-to-Action:** Include specific ways for people to get involved (e.g., "Join us," "Donate," "Volunteer")

CHOOSE MARKETING CHANNELS - Select platforms to share your message:

- a. **Digital Tools:**
 - Social media platforms (Facebook, Instagram, Twitter, Snapchat, YouTube and LinkedIn).
 - Website for updates, resources, and event promotion.
 - Email newsletters for regular communication.
- b. **Traditional Media:**
 - Press releases for local newspapers and radio stations.
 - Flyers and posters in community spaces.
- c. **Events and Partnerships:**
 - Public events to showcase your projects.
 - Collaborations with local businesses and organizations.

CREATE A CONTENT CALENDAR - Develop a timeline for your service and marketing activities (Checkout the Lions Service Calendar – LCI Website as a download)

- a. Plan themes, campaigns, and events for each month. (Helpful themes can be found on the LCI Calendar -
- b. Schedule content (e.g., social media posts, newsletters, press releases).
- c. Coordinate with other Lions Clubs in your district for collaborative initiatives.

ALLOCATE RESOURCES

- a. **Budget:** Determine how much funding will be allocated for marketing efforts.
- b. **Team:** Assign roles to club members based on their skills (e.g., graphic design, writing).

- c. **Tools:** Utilize free or low-cost tools like Canva (design), Mailchimp (email marketing), and Hootsuite or other social media management applications.

MONITOR AND ADJUST

- a. **Track Results:** Regularly evaluate what's working and what isn't.
- b. **Feedback:** Gather input from members and the community to refine your approach.
- c. **Adjust as Needed:** Be flexible and ready to adapt to changing circumstances or feedback.

CELEBRATE SUCCESS

- a. Highlight milestones and achievements (e.g., "We've served 1,000 meals this year!").
- b. Thank your supporters, members, and partners publicly.
- c. Use these moments to inspire others to get involved.

The success of almost everything a Lion's Club is involved in depends upon the anticipation of what is needed to support those activities – getting the information to appropriate members, or to the communities they serve.

Choosing the right marketing formats is crucial for distributing information in a timely efficient manner.

Your Marketing Committee is a club's best resource. Work closely with your club to develop future marketing plans.

Things come up, dates may change, partnerships may change, etc. Take advantage of your talented membership. Marketing is a club activity.

Lions Club Service Calendar		
<p>You are invited to use this calendar to help plan and share service activities with your club. Edit the inspirational ideas below to make this tool work for you, your club and your community.</p>		
<p>July</p> <p>July 1 begins a new Lions Year! Start your Service Journey and share the resources in the Service Toolkit with your club.</p>	<p>August</p> <p>August 12 is <i>International Youth Day</i>. Visit our Youth webpage for service ideas, including the LCIF Lions Quest program.</p>	<p>September</p> <p>The second week in September is time to CelebrateCommunity and serve with a Kiwanis, Optimist or Rotary club in your area.</p>
<p>October</p> <p>The second Thursday in October is <i>World Sight Day</i>. Start on our Vision webpage to find service ideas, planning tools and LCIF grant opportunities.</p>	<p>November</p> <p>November 14 is <i>World Diabetes Day</i>. Visit our Diabetes webpage to learn how your club can help fight this global epidemic.</p>	<p>December</p> <p>December 5 is <i>International Volunteer Day</i>. Our humanitarian efforts have been celebrated for over 100 years. How will your club celebrate?</p>
<p>January</p> <p>Sponsor a Peace Poster and Peace Essay contest inspire youths' visions of peace. Kits go on sale January 15.</p>	<p>February</p> <p>February 15 is <i>Childhood Cancer Day</i>. Our Childhood Cancer webpage includes service ideas and LCIF grant opportunities to help affected families.</p>	<p>March</p> <p>Lions Day with the United Nations was first held in March 1978. Plan an advocacy activity to help make positive change.</p>
<p>April</p> <p>April 22 is <i>Earth Day</i>. Find service ideas and LCIF grant opportunities to protect and restore the environment on our Environment webpage.</p>	<p>May</p> <p>May 28 is <i>World Hunger Day</i>. Our Hunger webpage provides ideas on how your club can help and LCIF grant opportunities to magnify your service.</p>	<p>June</p> <p>LCIF's first Disaster Relief grant was awarded in June 1972. Hold an LCIF fundraiser or check the LCIF Grants Toolkit to extend this legacy of service.</p>
Lions Club Service Calendar		July 2024

WHERE DO YOU GO FROM HERE?

District 2-E2 is dedicated to empowering clubs to enhance their visibility and effectiveness through strong marketing strategies. Whether your club is just starting out or looking to elevate its current efforts, we're here to help!

1. Guidance for Marketing Basics

a. *For Beginners:*

- Learn how to establish your club's presence on social media platforms.
- Understand branding guidelines to align with LCI standards.

b. *For Established Clubs:*

- Refine your messaging to better engage with your target audience.
- Explore advanced tools like email marketing and analytics tracking

2. Customized Workshops

- Interactive Sessions:* Attend workshops tailored to your club needs, such as social media and website creation. District 2-E2 can produce a workshop that meets your needs. Just Ask!
- Hands-on Training:* Practice creating effective flyers, newsletters, and online content.

3. Access to Resources

- Marketing Templates:* Pre-designed flyers, social media graphics, and press release formats to save time and maintain consistency.
- LCI Materials:* Guidance on how to use the wealth of resources available, including videos, branding guides and toolkits.
- Hashtag Strategies:* Suggestions for hashtags that boost visibility for your club posts.

Let's Get Those Creative Minds Working:

If or when your club wants to take advantage of available resources, reach out to District 2-E2 today! Together we can enhance your marketing effort to attract new members, promote your events, and amplify your impact in your community.

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