

Promoting Your Lions Club in Your Community

Promoting Your Lions Club in Your Community puts a face on your club in the community. The community learns what Lions is all about as well as the great things accomplishments Lions clubs achieve. Active service in the community demonstrates the need for community service and as a result fosters greater community support.

Here are some ideas for you to consider in promoting your Lions Club:

Thirty Marketing Ideas

Is your club keeping its service a secret? We need to get the message out about the great things we do. The [Thirty Marketing Ideas](#) brochure from LCI provides you with ideas to do just that. Consider selecting one category each month and implement an activity within that category. Unlock yourselves to the community and share our Lions pride. The pay off is greater membership, public awareness and community support.

Lions Community Needs Assessment

The [Lions Community Needs Assessment](#) is a questionnaire that you can send out to leaders in the community to determine what they see as important needs in the community that your club might be able to work on. It can provide greater relevance to the community and club members. Clubs working on relevant community service projects generate excellent public relations, greater community support, and fellowship amongst club members.

Club Brochures

Leaving a professional looking [club brochure](#) in stores, schools, doctors/dentists offices, with the Welcome Wagon or even your HR office where you work is another method to promote your club. Do not forget to include contact information Include contact information for follow-up.

Become a Confident Lion Ambassador

First impressions are always so important. Have you ever been talking with someone who asked you what Lions is and you didn't have an answer? A session at the 2008 USA/Canada Lions Forum, entitled "[Become a Confident Lion Ambassador](#)", assists in preparing you for the thirty second elevator speech to speak with confidence, enthusiasm and knowledge.

Other Ideas to Promote Your Club include:

- the [Club Public Relations Chairperson's Guide](#) from LCI
- weekly newspaper article on club activities with "Lions in Action" which is more effective than a cheque presentation
- create a free club webpage by going to www.e-clubhouse.org