

Become Involved Become a Lion

When a group of people join together, roll up their sleeves and take action on projects to make their community better, it's a beautiful thing—and an incredible feeling for everyone involved. That's Lions. Being a Lion is about leading by example, building relationships and improving the world through kindness. It's how caring men and women serve together so they can make an even greater impact and change more lives.

The [Become Involved Become a Lion](#) video highlights young adults speaking about why they became a Lion, the benefits of membership and what types of service projects their club is involved in. When the public sees what Lions means to these young adults and in turn what Lions could mean to them, the video can become a valuable recruitment tool. By playing the video at a Lions booth or event for the public to view and describing what Lions has meant to you at the same time, a feeling of "I want to part of that" is formed, perhaps enough to produce a new member for your club.

These are just a few practical ideas for you to consider and more ideas will be published on a regular basis.

If your club has experienced successful public relations for an event, please let us know. We need to "get the message out" by sharing these successes to **ALL** clubs in the district.

If you have a question regarding these ideas, promoting your club in your community or if would like to invite a member to visit your club, please feel free to contact any one of us. We are here to help you to reshape public opinion and improve your club's visibility so that club activities become a success.

By working together to improve the awareness of our clubs in our communities, we can work towards ensuring effective and successfully promoted club service projects, fundraisers and events.

Together in Lions Service,

Lion James Johnston
District A4 Public Relations and Promotions Coordinator