

## District A4 Public Relations and Promotions Committee

You may have heard of the phrase, “we are the worlds best kept secret.” By not publicizing our efforts in the community, it becomes increasingly difficult have a positive impact. To turn this around we must maximize our publicity efforts by constantly “getting the message out” and show the community what we do on every service project, every fundraiser and every event to demonstrate that we are making a difference and what effect Lions has had on the community. This in turn fosters greater community support, increases the opportunities for recruiting new members and can even revitalize a club.

Another method of promotion that we often forget is communicating with our own members, hence “we have become our own best kept secret.” Communicating with all club members regarding club activities is extremely important to ensure continued membership participation.

Practical publicity ideas will be published on a routine basis throughout the year to assist your club promote its activities to the public as well as your own members.

If you have a question regarding promoting your club or 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.

If your club has experienced a public relations success, please let us know by detailing the story, how it was achieved as well as the outcome. We need to “get the message out” by sharing these successes to **ALL** clubs in the district. If it worked for one club, it can work for other clubs too.

By working together to improve the awareness of our clubs, 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 Committee Chairperson