

Does Your Lions Club Have a Marketing Communications Chairperson?

Does your club have a Marketing Communications Chairperson? If not, are you a leader in your club, and you would like to increase community outreach to foster greater community support, why not consider taking on the role?

As the Marketing Communications Chairperson, you will play a lead role within your club. Using social media, you will be able to motivate and excite new and existing members. Ways you can do this are by publicizing club activities, growing your club's outreach and assisting the club president in communicating with club members.

The [Marketing Communications Chairperson e-Book](#) provides a fast and logical link to the information you need. Whether you are looking for a place to start promoting your activities, ideas of what you can post, how to engage your club members or ways to use social media more effectively. The e-Book makes it easier to access the information, tools and resources you use most often to help you stay on top of your busy schedule. The following are helpful tools to ease the task as Marketing Communications Chairperson.

- [Marketing Communications Chairperson e-Book](#)
- [Communicate Your Activities](#)
- [Identifying Newsworthy Club Activities](#)
- [Lions Learning Center- PR Training](#)
- [Print and Electronic Communications](#)

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 you 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