

Have a Lions Information Booth at Club Activities

An effective method to promote your club and increase membership is to have a Lions information booth at club activities. The information booth should be staffed by a few experienced, cheerful, confident, knowledgeable and well-spoken Lions to discuss club activities and the great things Lions achieve in your community and around the world.

A few crucial items to provide at the booth include:

- A prominent Lions logo that is large enough and positioned high enough for everyone to see from a distance. Include the name of your Lions Club.
- An [annual fundraising poster](#) providing a summary of the funds raised during the year with a total at the bottom of the poster. Ensure that the poster is large enough for everyone to easily see.
- A sufficient supply of brightly coloured, professionally looking club brochures. Be sure to include club contact information on the back of the brochure so they can contact you.
- Lots of photographs, perhaps in a photo album, of “Lions action”.
- Coffee/tea and snacks.

This just one practical idea 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