

## **Club Challenges and Opportunities During the COVID-19 Pandemic**

COVID-19 has significantly impacted club activities and fundraising opportunities, however, as leaders in our communities we are finding new ways to serve. Facebook is exploding with posts of clubs supporting local foodbanks, donating personal protective equipment to long term care facilities and hospitals, delivering food and medicine to people not able to leave their homes and delivering lunches, snacks and coffee to frontline workers. Lions doing what Lions be best - to serve.

This perhaps could be the ultimate definition of service - delivering the most important needs of life to the most vulnerable in our most important time of need. With clubs undertaking these activities in the community, and with the activities being promoted through social media, a tremendous opportunity has arisen for clubs to promote increase their visibility in the community and increase membership. Some clubs are discovering that people are asking if they can join.

Every club is encouraged to consider these or other COVID-19 related activities to make a positive impact in your community. If your club is already performing a similar service, thank you for making such a momentous difference.

Here are some ideas for your club to consider related to promoting your club and recruiting new members.

[Promoting Your Lions Club in Your Community](#)

[How Do We Share Lions Messages With the Public?](#)

[Lions Printed Public Relations Material](#)

[Key Lions Messages and Questions](#)

[Have a Lions Information Booth at Club Activities](#)

[Conducting a Lions Open House](#)

[Be Part of Something that Matters](#)

[Conducting a Lions Club and Community Needs Assessment](#)

[Blueprint for a Stronger Club](#)

[Invite Former Members Back to Lionism](#)

[Does Your Club Have a Marketing Communications Chairperson?](#)

[Become Involved Become a Lion](#)

[Just Ask! – A New Member Recruiting Guide for Clubs](#)

[Is Your Club Keeping its Service a Secret?](#)

## [A PICTURE SAYS A THOUSAND WORDS - Leveraging Your Club's Service Activities to Enhance Your Public Relations and Membership Recruitment Efforts](#)

### [Invite People to a Club Service Project](#)

### [Young Adult Recruiting Guide – Who Will Carry Your Club’s Banner in 2050?](#)

These are just a few practical ideas for you to consider. By coordinating the focus of our service, public relations and membership recruitment efforts, perhaps someone will come up to you and ask if they could join your Lions club.

If your club has experienced public relations success, please let us know. We need to “get the message out” by sharing these successes to **ALL** clubs in the district.

If you have any questions regarding these ideas, promoting your club in your community or if you would like a committee member to contact your club, please feel free to contact any one of us. We are here to help you to improve your club’s visibility in your community.

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

Together in Lions Service,

Lion James Johnston

District A4 Public Relations and Promotions Coordinator