

## **Lions Printed Public Relations Material**

Lions printed public relations material can be used to highlight your clubs activities in the community and keep members up to date. Here are many different types of Lions printed material to assist you in those efforts.

### **Lions Club Brochures**

A brochure is an effective method to promote your club and recruit new members. The brochure should be professional looking and up to date. A brightly coloured brochure might be a little more expensive to produce but will stand out and be easier to spot.

Leave your brochure in public venues where there is lots of traffic such as stores doctors and dentists offices, schools, universities, colleges, with the Welcome Wagon, the Human Resources office where you work, bulletin boards, libraries, and community centres. Be sure to include contact information so people can follow-up with you, perhaps a potential new member. A number of example brochures are provided below to assist you in developing your own club brochure.

Perth Lions Club Brochure ([.DOC](#)) ([.PDF](#))

Perth Lions Club New Member Information Brochure ([.DOC](#)) ([.PDF](#))

Barrhaven Lions Club Brochure ([.DOC](#)) ([.PDF](#))

Kemptville Lions Club Brochure ([PDF](#))

Millbrook & District Lions Club Brochure ([.PUB](#)) ([.PDF](#))

[LCI Sample Club Brochure](#) (editable .PDF)

[Family Oriented Club Brochure](#) (.PDF)

### **Lions Club Bulletins**

A club bulletin is another effective method to promote your club and recruit new members. Like a brochure, a bulletin should be professional looking, be brightly coloured to stand out and contain lots of colourful photographs with “Lions in action.” In addition to leaving the bulletin in public venues with lots of traffic like those listed for brochures. Be sure to include contact information so people can follow-up with you, perhaps a potential new member. You can also send them to club members to keep them up to date on club activities. An example bulletin is provided below to assist you in developing your own club bulletin.

[Beachburg Lions Club Bulletin](#)

### **Lions Club Posters**

Club posters are a successful technique to promote your club’s activities in the community. They should be professional looking, be brightly coloured to stand out and contain lots of colourful photographs with “Lions in action.” Place the posters in public venues with lots of traffic like those listed for brochures.

## **PR Publications from Lions Clubs International**

LCI also has a number of PR publications available for you to download and use for your club. They are as follows:

- Be A Lion Brochure, PDF ([pr3\\_brochure\\_ltr.pdf](#))
- Be A Lion Brochure, semi-customizable ([PR3 Word Brochure 1 LTR.doc](#))
- Be A Lion Brochure, fully customizable ([PR3 Word Brochure 2 LTR.doc](#))
- Be A Lion Brochure, PDF, A4 Format ([pr3\\_brochure\\_a4.pdf](#))
- Be A Lion Brochure, semi-customizable, A4 ([PR3 Word Brochure 1 A4.doc](#))
- Be A Lion Brochure, fully customizable, A4 ([PR3 Word Brochure 2 A4 EN.doc](#))
- Lions Clubs International Fact Sheet ([pr799.pdf](#))
- Lions Clubs International History ([pr800.pdf](#))
- LCI Graphic Identity Manual ([LCI-Graphic-Identity-Branding-Manual.pdf](#))

## **Sample Press Releases**

Want to get more media coverage for your club? A press release is a fast, effective and inexpensive way to get more attention for your club's service projects, fundraising events and success stories. It's also a great way to attract new members who want to be part of the great work you do.

Lions Club International has made it easy to spread the word about your club by providing sample press releases that can be quickly and easily customized to include your club's news and events. Just follow these simple steps:

1. Download an appropriate press release template below and replace the **bold** sections with information about your club.
2. Find a contact or reporter at your community newspaper or broadcast outlet.
3. Send out your press release today.

Be sure to add a club contact in the press release for follow-up questions and to provide additional details.

**Don't forget to include club information (*contact information, meeting time and location, etc.*) in every release to attract new members!**

### Membership

- [Recruit New Members](#) – Invite community members to join your club and make a difference in the community.
- [Recruit Charter Club Members](#) – Let the community know that your charter club is seeking new members.
- [Announcement of a New Lions Club](#) – Generate interest for a new charter club.

## Service Projects

- [Club Project](#) – Promote your upcoming service project or event.
- [Fundraiser](#) – Make your Candy Day, White Cane or club fundraiser a success by sharing the news with your community in advance.
- [Scholarships](#) – Share your support of community youth through academic scholarships.

## Recognition

- [Club Milestone Anniversary](#) – Announce your club’s milestone anniversary.
- [Newly Elected Lions Club Officers](#) – Introduce new officers to the community to help raise awareness of your club.
- [Lions Individual Award](#) – Recognize an individual who has received an LCI award.

## Leo Clubs

- [Organization of a New Leo Club](#) – Generate interest for a new Leo club.
- [Club Project](#) – Promote your upcoming Leo club service project or event.
- [Leo Individual Award](#) – Recognize a Leo who has received an award.

## Special Events

- [Lions International Peace Poster Contest](#) – Recognize local winners of Lions International Peace Poster Contest.
- [Lions World Sight Day](#) – Promote your club’s World Sight Day activities and how others can join the efforts to prevent blindness.
- [Convention Attendee](#) – Spread the word that a club member attended the international convention.

Want to create your own press release? [Download a blank press release template](#) and add information on your special activity or event. For program-specific press releases, such as Strides Walk or Lions Recycle for Sight, visit the program page on the LCI website.

Make sure you add the release to your club website and Facebook page. You can find additional public relations resources [here](#).

## Lions Clubs International Billboards

A billboard from Lions Clubs International is available. Contact billboard companies in your community to see if they have low non-profit rates, or if they will allow you to put the Lions messages free of charge on any billboards that are not rented.

**NOTE:** *Download times will vary according to the file's size and your Internet connection speed. The .PDF files provided are editable and can be sized for individual club purposes. LCI will not provide custom sizes for individual clubs.*



[Download file in PDF format.](#)



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[Download file in PDF format.](#)

## Lions Newspaper Ads

Spread the word about being a Lion by advertising in your favorite newspapers using the "We Are Lions" half-page ad in Adobe PDF format.

Due to file size (4.25 MB), please ask the newspaper to download the file.



[Download the File](#)

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 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