

## Promoting Your Lions Club in Your Community With Signs

As you've travelled in your career as a Lion, you will no doubt have recognized Lions road signs as you entered communities with a Lions club. With Lions road signs posted on roads entering your community, people become aware that a Lions club exists in the community. Lions road signs are available at the Lions Store on the LCI website. Here are a few examples of Lions road signs and where they can be located to consider for your club:



If you already have Lions road signs posted in your community, it is recommended that they be replaced with new signs if they are weathered or damaged. Also ensure that meeting location, day of the week and time are correct. You can also use a sign like the sign below to promote club activities:



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