

Recognizing Those Who Make a Difference in the Community

Lions clubs depend on its supporters and volunteers to help make the community a better place. As leaders in the community, Lions also see individuals and groups making a difference in so many ways. We see people every day going above and beyond, whether its volunteering at a fundraiser or helping clean up a park. Over the last year we have also seen front-line workers exerting themselves to exhaustion and doing everything they can to eradicate the Coronavirus.

Whether they are supporters, volunteers, or front-line workers, we need to recognize them for their extraordinary efforts. Here is an idea for your consideration. What about presenting them with an appreciation certificate? Here is a link to a [Lions appreciation certificate template](#) that can be modified to suite your needs.

To make the presentation of greater significance, it should be presented in public before their peers. Don't forget to use a good quality wooden frame for the certificate. Once the pandemic is over, consider presenting certificates at a community appreciation dinner.

Recognition goes a long way to let the supporters, volunteers, or front-line workers know that that their efforts are appreciated and hopefully, the community appreciates our efforts in turn. And perhaps they might become new members as well.

The [Art of Recognition Handbook](#) also provides an overview of the benefits of formal and informal recognition and seventy ideas to recognize people.

This is just one practical idea for you to consider and more ideas are 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.

We are here to assist you in your public relations efforts to enhance your club's impact on the community.

If you have a question regarding this idea, 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