

Snowmen for Seniors

A message was posted on Facebook recently, suggesting that Lions clubs consider making snowmen in front of the window of a senior in your community. What a terrific idea to let them know that we care. Clubs could also build snowmen in front of retirement and nursing homes as well. Here is the Facebook post:

Lions and all people who care about the well-being of seniors in their community. I am proposing a simple idea over the winter months to hopefully put a smile on the face of those who are locked in their homes during this pandemic. When the weather permits, build a snowman on the lawn outside the window of a senior in your community, and make sure it faces them.

This simple act will let them know that someone is thinking about them and that we care! ...and it will be fun for the children, as well!

SNOWMEN *for* *Seniors*



**This Winter season, consider building
a Snowman looking toward the home
of a Senior in your community.**

This is a practical public relations idea for your club 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 by contacting a member of the Public Relations and Promotions Committee. We need to “get the message out” by sharing these successes to **ALL** clubs in the district.

If you have a question regarding this idea, 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 your club to reshape public opinion and improve its visibility so that club activities become even more successful.

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