

# MD 36 Lions Yard Sign Project



On behalf of the MD 36 PR committee, we are pleased to share the results of more than a year of collaboration and input amongst our members. After much discussion and research, the PR committee decided to apply for a Public Relations grant from LCI, in the hopes of helping local Lions clubs self-promote and gain membership. The sign you see above has been produced for the Lions of MD36 and are now in the hands of the four District Governors for distribution. These signs are customizable and we hope that as individuals and clubs you do whatever you need to do to make these signs work for you in your community.

In this document you will find suggestions on how you can customize your signs, a sample press release that you can use to promote the signs and a one-page on where you can find additional resources.

Please do not hesitate to contact anyone on the PR committee, we are here to help you promote your clubs and hopefully increase membership.

## Committee Members & Contributors

Carrie Bartley, 36-O  
DG Kerith Vance  
PCC Rod Bach  
PDG Phyllis Carlin

PDG Tom Hilgers, 36-R  
DG David O'Kelley  
PDG Steve Moser  
Council Chair Judith Poage

Carol Swesso, 36-E  
DG Gail Black  
PDG Steve Brewster  
PCC Vince Bishop

Gerald Hopkins, 36-G  
DG Cheri Jackson  
Sue Mose  
VDG Ed Glad

Plain – Leave sign as is



HANDWRITTEN INFO (USE WHITE PAINT PEN  
or whatever will show up)



Use Cricut or vinyl letters (white) to add information



Purchase STAR BURST from Dollar store OR USE SOMETHING  
WATERPROOF (laminated cardboard or plastic signboard)



MORE IDEAS FOR DIFFERENT INFORMATION  
SOCIAL MEDIA



MORE IDEAS FOR DIFFERENT INFORMATION  
MEETING INFORMATION





**This is a sample press release to promote the signs in your community.**

IMMEDIATE RELEASE

Milwaukie Lions Club  
Carrie Bartley  
541-391-0767  
[cls24@hotmail.com](mailto:cls24@hotmail.com)  
Facebook: Milwaukie Lions Club  
Website: <http://milwaukielions.org/>

### **Local Lions Using Yard Signs to Brighten the Community**

As part of a state-wide public relations push, the Milwaukie Lions Club is posting colorful signs around the community to promote their organization and drum up interest for the Lions Club. This club is part of the larger Lions Clubs International organization, the largest service club organization in the world with more than 48,000 clubs with 1.5 million members in more than 200 countries and geographical areas. Besides adding a spot of color to many local yards and businesses, the club is hoping that people will be interested in learning more about their local Lions club and consider joining.

Like many volunteer organizations, Lions has been struggling with shrinking membership over the last couple of decades, despite being one of the best-kept secrets in the community when it comes to their charitable works. Lions is open to anyone over the age of 18 that wants to serve their community and there are no limits on the types of service that clubs take on. Initially, Lions Clubs were known for their worldwide projects regarding sight and hearing, but in the past few years have expanded to serve in the areas of diabetes, hunger, environment, and pediatric cancer. Lions Clubs are autonomous when it comes to selecting the community service projects they want to provide in their community so the club appeals to a large variety of concerned citizens.

Besides service, Lions also acts as a social outlet for people. "By becoming a Lion, I have met many wonderful, giving people that I would never have met otherwise. As a younger person, moving to a new area, the Lions Club has honestly become my second family," says Milwaukie Lions Club President Carrie Bartley, who moved to the area with her husband in 2011. "We love the camaraderie of the club while also appreciating that we're making the community a better place to live, one small project at a time. The organization is also incredible for the many leadership opportunities, developing skills that I can use in my everyday life. For those that want to find fellowship and a way to give back to their community, I encourage them to engage with their local Lions Club."

### **ABOUT**

The Milwaukie Lions Club has been active in supporting citizens of Milwaukie and North Clackamas County since 1948. While Lions as an international organization is known for sight and hearing programs, our club does more than just provide exams, eyeglasses and hearing aids to those less fortunate in our community. The Milwaukie Lions Club supports our local schools by providing needed supplies to classrooms and coordinates a Backpack Buddy program at a local elementary school. The club also organizes a Holiday Food Drive that provides food boxes to more than 400 local families, in addition to many other activities and service projects throughout the year. The club is always looking for potential new members who want to give back to their community. ###

# **Public Relations & Membership Development Resources**

## **MD 36 Public Relations Manual & Media Directory**

<http://www.md36lionsclubs.org/public-relations>

## **Fundraising & Service Projects in the Era of Covid-19**

<http://www.md36lionsclubs.org/resources-during-covid19>

## **Club Marketing- Promoting you club (multiple downloadable guides)**

<https://www.lionsclubs.org/en/resources-for-members/resource-center/club-marketing-communications-chairperson>

## **LCI Members Resource Center**

<https://www.lionsclubs.org/en/resources-for-members/resource-center>

## **LCI Leadership Development Resources**

<https://www.lionsclubs.org/en/resources-for-members/resource-center/leadership-development>

## **Lions USA/Canada Forum**

<https://lionsforum.org/>

## **Lions University**

<https://lionsuniversity.org/>