



**2018 ~ 2019**

**MD36 Public Relations  
MANUAL**

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# MD36 PR Manual

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# 10 Marketing Ideas to Promote Your Lions Club



Don't keep your Lions club's [community service projects](#) a secret! By increasing Lions club awareness in your community, you can let people know how your service is making a real impact and invite new members to join. Below, find 10 easy marketing ideas that will help promote your Lions club. - See more at:

<http://lionsclubs.org/blog/2012/11/05/10-marketing-ideas-to-promote-your-lions-club/#sthash.1kTYIudw.dpuf>

1. **Sponsor a booth at a special event.** Make your club visible at community events, such as festivals, health fairs and shows. Set up a booth with photos of your club in action, and provide new membership materials to help get the word out.
2. **Speak at community events.** Offer to give a personal presentation at events and forums where community leaders and concerned citizens will be in attendance. Let them know how Lions help the community.
3. **Create a website and/or blog for your club.** Your Lions club website or blog can keep members and the public informed about upcoming events, projects, meetings and how to become a member. Use [e-clubhouse.org](http://e-clubhouse.org) to create your Lions website.
4. **Create a Facebook page for your club.** Facebook is a great way to keep your community aware of your club's activities. Post photos, related articles, project and event updates. Encourage members, friends and family members to "Like" your page. Connect with other organizations in your community. [Learn How Now](#)
5. **Use LION Magazine.** If you've finished reading your current issue of LION Magazine, consider donating it to your library or putting extra copies in doctors' and dentists' offices in your area.
6. **Write a news release.** LCI has created several fill-in-the-blank [news release templates](#) that can help you tell your community about upcoming events, awards and programs through local media.
7. **Produce club newsletters.** Mail a special edition of your club's newsletter to prospective members. Outline your club's accomplishments and plans for the future.
8. **Place an ad in school and community publications.** Often, schools will be happy to include your club information in their newsletter, especially if you partner with the school for your service projects.
9. **Place an information table at your next project.** Make membership information and materials available to prospective members who attend your projects.
10. **Pitch a story to local newspapers.** Let your local newspaper know of Lions members with amazing accomplishments, Lions projects that really made a difference, and other news that is relevant to the community.

Share your Lions pride with everyone!





## 30 MARKETING IDEAS

*Is your club keeping its service a secret?*

The following pages offer proof of good news. Here you will find thirty marketing ideas, in categories ranging from exhibit marketing to direct marketing, designed to assist you with inviting new members and promoting your club. We encourage your club to select a category each month, implement one of the activities listed within that month, and then keep track of the membership growth results you receive. We think you'll find your monthly activities will pay off with an increase in both membership numbers and public awareness.

*It's up to your club to unlock itself to the community. It's up to you to share your Lions pride.*



## Exhibit Marketing

1. **Sponsor a booth at a special event.** Think of the impact your club could have at the community's next health fair, festival or home show! Exhibiting at an event connects your club to that event, its topic, the people attending and so on. Featuring photographs of club projects and providing membership information to the attendees will help get the word out about your club.
2. **Exhibit in a public place.** Want your club to be seen regularly at the same location? Pick a space in a mall or a popular storefront: use your imagination on which public space could work for your club. Provide information about your next project and invite people to participate.
3. **Place an information table at your next project.** When attending a service project, people can see first hand the work you do and at the same time, can inquire about membership, read about Lions and look into serving.
4. **Use your prospect information.** Did you gain information from your exhibit marketing efforts? Use the contact information of those who express interest in Lionism. Hold a raffle for the people who stopped by your exhibit or information table. Add their names to the club's updated mailing list. Inform those interested in ways to become involved.

## Advertising & Public Service Announcements

5. **Place an ad in the local newspaper.** Put a call into the advertising department of your local newspaper to announce that you are looking for members. Advertising representatives from the paper can tell you about the cost of an ad, help you place it in a good spot and, if needed, design an ad specifically for your club.
6. **Place an ad in school and community publications.** Often, a school newsletter will gladly include your club information in their newsletter—especially if you partner with that school for your service projects. Placing such an ad will create a direct link between the school system or community and your club.
7. **Develop a point-of-purchase display.** Ask the owners of local businesses if they will allow your club to place its brochures in a holder near the cash register. Remember: By placing information in a business, your club will then be associated with that business and its customers.
8. **Broadcast on radio.** Invite a local radio station to broadcast from your next special event or request that the station broadcast one of Lions Clubs International's public service announcements (PSAs) available from the Public Relations & Communications Division. Access radio PSAs online by visiting the LCI Web site ([www.lionsclubs.org](http://www.lionsclubs.org)) and typing "Radio PSAs" in the search field.

9. **Post billboards/mobile advertising.** Billboards and mobile advertising also serve as a reminder about your club. Access this advertising type online by visiting the LCI Web site ([www.lionsclubs.org](http://www.lionsclubs.org)) and typing "Billboard Artwork" in the search field.
10. **Utilize Yellow Pages & directories.** Place the telephone number of your club in the Yellow Pages and other service directories so that your club is easy to find. (If you do not want to use a member's personal telephone number in the listing, consider buying an additional line that goes to an answering machine.)
11. **Broadcast public service announcements (PSAs) on television.** Start by trying to place PSAs with your local public access television station. At the station, contact the public affairs or community services director and ask if they have time to fill. Public Service Announcements are available from the Public Relations & Production Division. Access television PSAs online by visiting the LCI Web site ([www.lionsclubs.org](http://www.lionsclubs.org)) and typing "Television PSAs" in the search field.
12. **Use THE LION Magazine.** Do you receive an extra copy of THE LION Magazine each month? Are you finished with your personal copy? Consider donating the magazine to your library or putting your extra copies in doctors, dentists or other offices.
13. **Develop a Web page.** Promote your club on the Internet. On your Web site include project information, your club's contact information and steps the prospective member can take to become a Lion. Get started now creating your Web site, go to Lionnet ([www.lionnet.com](http://www.lionnet.com)) to learn more.
14. **Put information about your club in "Welcome to the Community" packets offered by local agencies or chambers of commerce.** Often after they are settled, new residents look for ways to familiarize themselves with the community.

## Media Relations

15. **Write a news release.** Tell your community about upcoming club events, awards and programs. LCI has created several fill-in-the-blank news release templates to get you started. Access news release templates online by visiting the LCI Web site ([www.lionsclubs.org](http://www.lionsclubs.org)) and typing "News Releases" in the search field.
16. **Pitch a story.** Is there a person in your local club with amazing accomplishments as a Lion? Are there a series of Lions projects that are making an extraordinary difference in the community? If so, it's time to pitch your club's feature story idea to your local newspaper reporter or editor.



A pitch letter can be sent via e-mail or over the phone to the reporter. Pitch letters do not recount or tell about an event, instead they attempt to interest the reporter in covering a story.

For more information on either news releases or pitching a story, contact the Public Relations & Production Division at (630) 571-5466, ext. 327 or e-mail questions to [pr@lionsclubs.org](mailto:pr@lionsclubs.org).

## Group Presentations

- 17. Show audiovisual presentations.** Showcase what Lions do for their communities. Select the presentation that is right for your club. Show it to groups such as the PTA, community interest organizations and others that may be interested in joining. Order audiovisual presentations by visiting the LCI Web site ([www.lionsclubs.org](http://www.lionsclubs.org)) and typing "AV Presentations" into the search field.

## Personal Contact

- 18. Give personal presentations.** Offer to speak about your club during community events and other forums that involve community leaders and concerned citizens. Explain how Lions have helped the community and outline the service projects that you currently sponsor.
- 19. Recruit one-on-one.** Meet with a prospective member individually to inform them about the club. Invite them to take part in the next meeting or club project. Follow-up with any prospective member inquiries that you receive from Lions Clubs International.

## Direct Marketing

- 20. Call people.** Obtain a list of people who may benefit from a specific program (for example, the names of people who live near a park that will be enhanced or a stream that will be cleaned) and call to let them know what the club is doing for their community. Invite them to take part in the project.
- 21. Write letters.** Develop a mailing list of people who have participated in previous projects as well as a list of other people you would like to invite as members. Mail them a letter explaining what the club does and ask them to contact you if they are interested in attending a meeting.
- 22. Produce club newsletters.** Mail a special edition of your club's newsletter to prospective members. Outline your club's accomplishments and announce plans for the future.
- 23. Send out project announcements.** Send announcements explaining a special activity to people who will benefit from the program. Invite them to take part in the project and find out more about the club.

## Membership Campaigns

- 24. Participate in Lions Clubs International awards programs.** Make the most of the awards programs developed by Lions Clubs International by planning a special event and motivating people to participate. Award programs include: the Year-Round Growth program, the President's Retention Campaign program and the Membership Key Awards program.
- 25. Run club contests.** Creating a competition out of "Who can invite the most new members?" is often a favorite and successful activity of Lions clubs. Will it work for your club?

## Quick Market Research

- 26. Conduct a Community Needs Assessment.** Perhaps the best way to recruit and retain members is to tie your club to the community. A Community Needs Assessment (MK-9) can help your club discover new projects, ones of special importance and need in the community. The MK-9 is available from the New Clubs & Marketing Department. Access the Community Needs Assessment as well as other materials by visiting the LCI Web site ([www.lionsclubs.org](http://www.lionsclubs.org)) and typing "New Clubs Publications" in the search field.
- 27. Keep former members on your list.** Send your newsletter and other announcements to former members to keep them up-to-date on club activities. Invite them to club events and include them in volunteer opportunities.
- 28. Monitor member activity.** Do you know a Lion who has been inactive in their membership, perhaps not coming to meetings or service projects? Talk with them. Let the member know you are thinking about them and would like to make their experience better.
- 29. Conduct a new member or prospective member needs appraisal.**

**New Member Needs Appraisal:** Identify what motivated each new member to join and help them reach their goals. Encourage them to use talents and skills by matching them with projects they will find rewarding.

**Prospective Member Needs Appraisal:** Are you familiar with what people in your community are looking for when considering becoming a member of a community organization? Consider creating a questionnaire for non-members to fill out. You may find very interesting information about how your club can gain new members.
- 30. Conduct a survey.** The Former Member Satisfaction Survey includes a questionnaire that a designated club member is asked to complete with the exiting member as well as an instruction sheet guiding a club through the interview process. Create an atmosphere where your Lions will be less likely to drop their membership. Access the Former Member Satisfaction Survey by visiting the LCI Web site ([www.lionsclubs.org](http://www.lionsclubs.org)) and typing "Former Member Satisfaction Survey" into the search field.



## Developing a Membership Marketing Campaign

### Step 1: Identify Your Target Markets

A target market is the audience or group that you plan to reach. Consider the following groups:

General Public	Business Associates
Membership referrals	Family
Friends	Nonmember volunteers
Retired People	Educators
Community Leaders	Program Benefactors

### Step 2: Review and Analyze Previous Programs

Collect information on previous membership growth and retention programs. Scrutinize the effectiveness of each program and discuss ways in which they can be improved. Be sure to include the most effective programs in your new plan.

### Step 3: Chart your Strategy

Choose a target market and then outline how your club will approach each group. Think. This can be done using a variety of methods. Usually, a combination of approaches is more effective. Make sure that you include the techniques mentioned in this brochure. You may wish to solicit each target market using several different techniques.

Markets	Strategy	Action Plan	When?
General Public	Radio	Broadcast from	January
Non-Lion	Direct	Special Event	February
Volunteers	Mail	Send special edition newsletter	

### Step 4: Allocate a Budget

Review your written plan and identify items that will have an impact on the budget. Outline the expenses and estimate the total cost for each project, then obtain approval for each expense item. Attach the written budget to your plan.

### Step 5: Delegate

Appoint a member to be responsible for each item outlined in your written plan. Explain their responsibilities and the timeframe in which results are expected. Make sure each member knows the details of their responsibilities and provide training if needed.

### Step 6: Follow-up

Request a status report at each meeting to monitor the progress of the program. Consult with committee members privately if you suspect any problems. Solve problems and offer support as soon as possible to keep the program on track. Monitor the results and note the changes that should be made in future programs.

*Share your successes!*  
*We want to hear from YOU!*



## Lions Clubs International

Membership Operations Department,  
Lions Clubs International  
300 W 22nd St  
Oak Brook IL 60523-8842 USA  
[www.lionsclubs.org](http://www.lionsclubs.org)  
E-mail: [memberops@lionsclubs.org](mailto:memberops@lionsclubs.org)  
Phone: 630.571.5466



# **HOW TO GET THE LIONS MESSAGE OUT TO CLUBS AND THE PUBLIC**

## **PRINTED MEDIA:**

**Flyer** – usually 8 ½ x 11 to promote an event - post in business windows, post office or other public bulletin boards; send electronically to partners or other organizations

**Poster** – usually 11x17 or larger – can provide more detail and visibility to promote an event

**Brochure** – typically a tri-fold used to provide information about your organization or project

**Rack cards** – an inexpensive way to promote activities over several months – put on business counters and in hotels

**Post cards** – great way to promote your club meetings or send out as “save the date” reminders for a big event.

**Business cards** – use to invite potential new members. Put a full year calendar on the back and pass out during events with club information on the front.

## **OTHER WAYS TO GET THE WORD OUT:**

**Newspaper** – submit a short article to promote an event or ask for a reporter to attend the event and hope for bigger coverage

**Radio** – will often provide FREE PSA's (public service announcements). For larger events, they will work

with you to create a fairly low cost advertising package. Ask if they would like to be a “sponsor” and for discounted rates.

**TV** - will often provide FREE PSA's (public service announcements) and some have community calendars. For larger events, they will work with you to create an advertising package to reach the largest audience for the money. Ask if they would like to be a “sponsor” and for discounted rates.

**Social Media** – is becoming the way of the future, especially if clubs want to relate to younger generations

*Face book:* create a page for your club or more specifically for an annual event

*Twitter:* send short photos, videos, links and up to 140 characters of text via cell phones

*Pinterest:* visual bookmarking tool that helps you discover and save creative ideas.

*Instagram:* a way to post pictures via a smart phone

**Email** – the fastest and easiest way to share information, allowing a club to distribute messages to large numbers of recipients instantaneously via computers and smart phones. Be sure to include the **Subject Line** to help facilitate searching for information in the future!

**Visitor's Center or City Web page** (on line calendar) – submit information about a specific event for free web coverage





## **Press Releases for Print**

A press release is the quickest and easiest way to get free publicity. If well written, a press release can result in multiple published articles in your local newspaper or magazine, leading to more people learning about your club or upcoming activity. The more the community is aware of your Lions club, the easier it might be to recruit new members or develop great community partners.

What's more, press releases are cost effective in that a little effort on your part may result in free publicity. The key is in writing a good press release that will require the newspaper or magazine editor the least amount of re-editing. Press releases are also great to send to the news departments of your local television or radio station- if well written and compelling, it is entirely possible the television station may come out and do a story on your activity or event, or the radio station may invite you in for a live interview.

**RULE #1:** Think of the press release as a **sales tool** for your club and activity. The idea is to communicate a message to the general community at large, prospective community partners or new members, through the vehicle of a print or online article.

**RULE #2:** Have a **newsworthy story**. To get your message communicated through the publication, you need to convince the reporter/editor that your message (or the story surrounding it) is newsworthy. So it's got to have appeal to the entire readership of the publication. Also, consider this when trying to determine if your story newsworthy: if someone was to come out and video or photograph your activity, would it be interesting to non-Lions? This might mean that your club puts more effort into an article on an upcoming activity, rather than reporting on next year's officer team.

**RULE #3: Write it like a reporter** would write it. If your press release looks and feels like a real article, reporters will often just file it as a story with minimal editing. Therefore, it's up to you to make sure that your press release looks and feels like a real article. Critical to this is being detailed about who, what, when, where and why. Try to put yourself in the editor or reader's shoes: what questions do you think might come up that should/could be answered in the press release? If you're holding a food drive, where is the food going? If you're holding a vision screening at the local school, maybe talk briefly in the article as to why Lions have a mission for sight and hearing, or mention how many students have already been screened state-wide. Lions in general have some impressive numbers when it comes to projects and service; this is a good time to share some of this information and do a little bragging.

**RULE #4:** Provide some **good quotes**. Sometimes this can be hard but it is important to bring a personal touch to the press release and quoting someone who has been positively impacted by



Lions is a great way to do it. “Bigger picture” quotes could also be handy, such as a quote from someone at the state foundation to go along with a quote from someone local.

**RULE #5:** Contact your top outlets personally and start to **build a relationship with your contacts**. In addition to sending a press release, personally contact the reporters that you really want to cover the story. Send them something personalized and don’t be afraid to ask them for suggestion on how to provide them a better press release. You might even want to rewrite or tweak your press release to fit their specific beat: i.e., if you send it to the Oregonian, you might send it to the specific reporter covering your community, versus a small local paper may want press releases sent to the publisher. Reach out and make connections with your local media outlets and be afraid to grease the wheels with them. If you have an upcoming fundraising event that you’re selling tickets for, comp them a pair of tickets so they can personally attend and see what you’re asking them to support. Often times this type of relationship will lead to more coverage of your events and potential sponsorships.

### **Writing your press release:**

**Write a genuine headline.** It should be brief, clear and to the point: an ultra-compact version of the press release’s key point. Plenty of PR professionals recommend writing your headline at the end, after the rest of the release is written. If you follow that instruction, continue on and come back to writing the headline once the rest is done. The headline is known as the eye-catcher and is very important to the whole release.

- “Lions vision screen 150,000 students this year” See how that works? Now you want to know more! News release headlines should have a “grabber” to attract journalists, just as a newspaper headline is meant to grab readers. It may describe the latest achievement of the organization, a recent newsworthy event, a upcoming fundraiser or service project.
- Headlines written in bold! A bold headline also typically uses a larger font size than the body copy. Conventional press release headlines use the present tense and exclude “a” and “the”, as well as forms of the verb “to be” in certain contexts.
- First word capitalized. As are all proper nouns. Most headline words appear in lower-case letters, although using a stylized “small caps” font style can create a more graphically news-attractive look and feel. Do not capitalize every word.
- Extract important keywords. The simplest method to create the press release headline is to extract the most important keywords from your press release. From these keywords, try to frame a logical and attention-getting statement. If including a summary sentence after the headline, the same rules apply. Using keywords early will give you better visibility in search engines, and it will be simpler for journalists and readers to get the idea of the press release content. Look at the actions in this first step, and notice how every one of them could be a press release headline.



**Write the body copy.** The press release should be written as you want it to appear in a news story. And remember this: most journalists are very busy, and don't have time to research your Lions Club, the organization or it's mission, so much of what you write for your press release will be what the journalists use in their write-up of your big event. Whatever you want them to say, this is where you put it. The one thing you don't want them to do is add to information they personally know to the article as this information may not be accurate, or clouded by experience/impressions.

Start with the date and city in which the press release originates. This will help if you're submitting your press release to a larger news organization- this will help them direct the release to the appropriate person or department.

The lead, or first sentence, should grab the reader and say concisely what is happening. For example, if the headline is "Lions vision screen 150,000 students this year," the first sentence might be something like, "Lions of Oregon are using cutting edge technology to more than quadruple the amount of students that are able to vision screen each year." It expands the headline enough to fill in some of the details, and brings the reader further into the story. The next one to two sentences should then expand upon the lead.

The press release body copy should be compact. Avoid using very long sentences and paragraphs. Avoid repetition and overuse of fancy language and jargon. Strive for simplicity, and no wasted words.

The first paragraph (two to three sentences) should sum up the press release, and the additional content must elaborate it. In a fast-paced world, neither journalists, nor other readers, would read the entire press release if the start of the article didn't generate interest.

Deal with actual facts — events, products, services, people, targets, goals, plans, projects. Try to provide maximum use of concrete facts. This is news. A simple method for writing an effective press release is to make a list of following clarifications: Who, what, when, where, why, and how.

**Communicate the "5 W's" (and the H) clearly.** Who, what, when, where, why —and how— should tell the reader everything they need to know. Consider the checklist in context with the points below, using the example above to generate our press release:

**Who is this about?** Lions of Oregon

**What is the actual news?** Lions are vision screening record numbers of students in local school districts.

**When does this event happen?** Several days next week.

**Where does this event take place?** Local grade schools.



**Why this is news?** To let the community know about the service (especially parents) and maybe recruit volunteers?

**How is this happening?** OLSHF will be working with local Lions to use cutting edge technology to quickly and efficiently test grade school students.

With the basics defined, fill in the gaps with information about the people, products, items, dates and other things related with the news.

Keep it short and to the point. If you are sending a hard copy, the text should be double-spaced.

The more newsworthy you make the press release copy, the better the chances of it being selected by a journalist for reporting. Find out what "newsworthy" means to a given market and use this knowledge to hook the editor or reporter.

**Make it clean, crisp, and applicable to your audience.** Odds are whoever you sent your press release to have a dozen just like it in his/her inbox just waiting to be ignored. If you want yours to be chosen, it's got to be good. Not only does it have to be good, but it has to be as close to "ready for press" as possible.

When an editor looks at your piece, he/she is thinking, from the first second, about how long it's going to take them to get it to print. If your work is full of errors, lacking content, or just needs to be revised, they're not going to waste their time. So make sure you have good grammar, all the basics, and have something to write about.

Why should these people care what you have to say? If you're sending it to the right audience, it'll be obvious. If you're not, well, why are you wasting your time? Give the right people a piece of news (news, not advertising) and you're on the right track.

They'll care more if you send it in the morning and **not just before their deadline**. That gives them time to pad your piece into what they're already working on. Be considerate.

**Tie it together.** Provide some extra information links that support your press release. Does your club have a website or Facebook page with pictures? Do your community partners have a web presence? Great! Add it in!

If you're nervous about what you've got, do some research on what's already out there. Someone probably wrote something on an event just like the one you're covering. Google is your friend. ☺

#### **LCI SAMPLE PRESS RELEASES:**

<http://www.lionsclubs.org/EN/member-center/resources/publications/resources-pub-pr.php>





## **TV & Radio Public Service Announcement (PSA)**

PSAs on radio and television can be a great public relations tool for Lions clubs and other non-profits. Whether sharing general information about what Lions is all about, or promoting a service project or fundraiser, clubs should reach out to their local broadcast stations regarding PSAs. Considered "advertising" by media outlets that use them, PSAs are generally broadcast in unsold advertising space and must follow the same production guidelines as paid advertising. PSAs need to present positive and credible information and are usually :15, :30, :60 or 1:20 second in length. PSAs in general can be an inexpensive way to get the word out to the public. Since Radio PSAs only require voice-over work and maybe some background music, these can be very cheap to produce.

Television PSAs require a little more work with someone needed to film and edit video footage, do voiceover work and possibly add music or sound effects. Television PSAs have specific broadcast requirements but you can have a well-made PSA without going to the expense of paying a professional television or radio production company. Find out if anyone in your group has broadcasting experience. Approach area advertising agencies and production companies to see if any of them would donate personnel, studio time, or equipment for your PSA. Consider tapping into broadcasting students at any area universities. They're hungry for the experience and most upperclassmen will have had some formal training and experience.

In the past, broadcasters were required to provide a minimum amount of airtime for PSAs but this requirement has changed. For more genetic PSAs that can run with no expiration date, called "evergreen" or TFN ('Til Further Notice") PSAs, there is no guarantee when or if these will run on a daily basis; they'll be scheduled based on unsold airtime. On stations with few open avails, this might mean that your PSA spots run in overnight time slots where few people are listening or watching.

If your group is working with the broadcaster for a specific campaign often they will schedule your PSAs to run on a schedule. Competition for PSA space can be fierce so the more prepared you are to help produce the PSA and if the PSAs are relevant and specific to your local community, the better odds you have on being on the air.

### **Writing a PSA:**

- Stick to the basics -- who, what, when, where, how, why, as appropriate to the purpose of your PSA. Being specific and clear with this information is critical. You have a short amount of time to share this information. It is also important to provide an easy and memorable way for people to get more information- like directing to a website, contact person, etc.
- Read your PSA out loud, speaking in the way you imagine hearing it on the air, and note the time it takes. A PSA should be concise enough to be read aloud in thirty seconds or less, though it can be helpful to provide the broadcasters with PSAs of multiple lengths.
- Time your copy with a stopwatch: Write 12 seconds of script for a 15-second spot, and 27 seconds for a 30 second spot. This allows for variation in the announcer's speech pattern and ensures all your information is read. Note: Television stations run on a much tighter,



more rigid schedule than radio stations, and you may find that if your PSA runs exactly 30 seconds, for example, the station may sometimes cut off the end.

<b>Length of PSA</b>	10 seconds	15 seconds	20 seconds	30 seconds
<b>Number of words</b>	20-25 words	30-35 words	40-50 words	60-75 words

- The writing style for a PSA should flow as if you were speaking. As opposed to a bulleted list, it should be in paragraph form.
- Because you've only got a few seconds to reach your audience, the language should be simple and clear. Take your time and make every word count.
- The best PSAs usually request a specific action, such as calling a specific number to get more information. You usually want listeners to do something as a result of having heard the PSA.

### **Scheduling:**

- If you are promoting a particular event, make sure your PSA arrives at the stations at least three weeks in advance of the date. Ideally you will have a contact person at the station that you have worked with before and they can give you more accurate information in terms of deadlines. Some stations want to know of upcoming events/activities a month or more in advance, others may only need a couple of weeks.
- If you are sending a PSA that has no fixed time limit (like generic info about your club or membership info), you may want to "freshen" your message by creating a new PSA every few months; if so, indicate on the script, "Air until [date]," and be sure to send a new PSA after the expiration date of the old one. This is where a good working relationship with your local broadcaster can be critical, to ensure that these updated PSAs run.

### **Additional Tips and Tricks:**

- Be sure to include contact information, including a phone number and email.
- Send the PSA script on your organization's letterhead, if possible.
- Include the name and daytime phone number of a contact person in case the station has questions or needs more information. If you do not want the contact person's phone number broadcast on the air, you should indicate that.
- If you are including a phone number in your PSA message ("For information, call xxx-xxxx"), double-check to make sure the number is correct!
- Work to build a relationship with your local broadcaster. Make an attempt to meet with the station manager, the sales manager and/or the creative services/production manager. Take them to lunch, bring goodies by the station, give them tickets to one of your events or ask them to come speak at one of your club meetings. Building a positive relationship will help ensure that your PSAs have a better chance at airing.
- It is also a good idea to build a relationship with the station News Director and let the local news department know about any activities that can be a potential news story. This is where a good press release is handy.



## **SAMPLE PSA's to show how much can be said in allotted time**

### **Cans for a Cause PSA (Public Service Announcement)**

#### **Radio Scripts**

##### **:15 seconds**

- Your local Lions Clubs are collecting cans and bottles to support local World War Two veterans and Honor Flight. Help us send our veterans back to Washington DC to see their memorial before it's too late. For more information, contact [Club Name and Contact Here].
- If the equivalent of every citizen in Oregon donated one redeemable can, Honor Flight in Oregon could send 350 World War Two vets back to see their memorial in Washington, DC. If you wish to help us make this dream a reality, visit us on Facebook at Volunteer with us Oregonians.
- Please consider donating your cans and bottles to your local Lions Club. All proceeds from the donation will go to Honor Flight, to help send our remaining World War Two vets back to Washington, DC to see their memorial. For more information, contact [Club Name and Contact Here].

##### **:30 seconds**

- Lions Clubs in Oregon are collecting redeemable cans and bottles as a state-wide project to support Honor Flight, a non-profit organization that sends World War Two and other veterans back to Washington DC to see their memorial. The trip is 100% free for the veterans and with your help we can send more Oregon vets on their trip. For more information, [Club Name and Contact Info Here] or visit our Facebook page Volunteer with us Oregonians.
- Want to get rid of your bottles and cans AND help local veterans? Donate them to your local Lions club! Lions in Oregon are collecting redeemable cans and bottles, with 100% of the proceeds being donated to Honor Flight, a non-profit organization that sends World War Two and other veterans, to their memorial in Washington DC. Contact us at [local info] for more information.
- Lions Clubs in Oregon need your redeemable cans so that money can be raised to support local veterans and Honor Flight. Lions clubs state-wide have a goal to collect the equivalent of one refundable can or bottle for every man, woman and child in the state. If every citizen in Oregon donated just one can or bottle, the proceeds could sponsor 350 WWII veterans on a free "trip of a lifetime" to visit their memorial. With your help, we can send vets on their "Honor Flight" to Washington DC. For more information, find us on Facebook at Volunteer with us Oregonians.
- With your help, Lions Clubs in Oregon would like to collect redeemable bottles and cans to raise money to support Honor Flight and our heroes living in Oregon. Lions clubs state-wide have a goal to collect the equivalent of one refundable can or bottle for every man, woman and child in the state. If every citizen in Oregon donated just one can or bottle, the proceeds could transport 350 of our senior



veterans, and other veterans who may be terminally ill to visit and reflect at their memorials in Washington DC. For more information, find us on Facebook at Volunteer with us Oregonians.

## **:60 seconds**

- Lions Clubs in Oregon need your redeemable cans so that money can be raised to support local veterans and Honor Flight, which sends World War Two veterans back to Washington, DC.

Every person in Oregon has the ability to donate at least one recyclable item to this cause, regardless of socioeconomic status. Our goal is to collect the equivalent of one refundable can or plastic bottle for every man, woman and child in the state. If every citizen in Oregon donated just one can or bottle, the proceeds could sponsor 350 WWII veterans on a free “trip of a lifetime.” With your help, we can send vets on their “Honor Flight” to visit their memorial.

We know that everyone is very busy however, we believe a simple can drive can be coordinated in conjunction with a local event. Most communities will be hosting special events in the coming months which may present an opportunity to help support Honor Flight. Local lions clubs could use help in putting out collection containers for people to donate their empty cans. If you think this is something your family or organization would like to support, please contact your local Lions Club at [contact info here] or visit our Facebook page Volunteer with us Oregonians for more information.

## **CANS FOR A CAUSE CLUB PRESS RELEASE**

Everything highlighted below needs to be changed/personalized for your club

IMMEDIATE RELEASE (or specific date prior to your event)

Club Name

Club Contact Person

Address (of club or upcoming event location)

Contact Phone number

Contact email

Website (Volunteer with us Oregonians or local club website that has event info posted)

### **Local Lions Collecting Cans and Donations to Benefit Veterans and Honor Flight**

Paragraph about local club's specific event

Example: Tired of hauling your redeemable cans around and feeding them into a machine, only to get sticky and a couple of bucks for your effort? Let us help lighten your load by donating your cans to us AND help local veterans at the same time! Members of the Milwaukie Lions Club will be holding a can and plastic bottle drive on July 12 at the Bomber Restaurant on McLoughlin Boulevard. The hours of the event will be from 9am to



approximately 3pm. Simply drop of your cans and we will take care of the rest. You can save yourself some time and know that your donation is going to a great cause- our vets!

We are calling our project “Cans for a Cause” and we are part of a state-wide can/plastic bottle drive with 100% of the proceeds going to support our local Honor Flight hub. Honor Flight is dedicated to transporting as many United States military veterans as possible to see the memorials of the respective war(s) they fought in Washington, D.C. at no cost to the veterans. Currently these organizations are focused on bringing veterans of World War II to the National World War II Memorial, and any veteran with a terminal illness to see the memorial of the war they fought in. Organizers plan to "naturally transition" their programs to focus on veterans of the Korean War, the Vietnam War, and subsequent wars as the veterans of those wars get older. Oregon currently has five regional hubs that take veterans to Washington. DC several times a year. All funds raised locally will support local veterans.

The veterans on the honor flights are escorted by volunteer guardians, who help them on the flight and around D.C. An honor flight of 100 people, including veterans and volunteers, costs about \$30,000, which is covered by donations with assistance from the airlines. According to the Department of Veterans Affairs, an estimated 640 WWII veterans die each day nationwide. There is currently a waiting list of veterans here in Oregon and we know that time is critical.

As a fundraising event, we believe that every man, woman and child in Oregon has the ability to donate at least one recyclable can or bottle to this cause, regardless of socioeconomic status. From the smallest child to the oldest senior, from the affluent to the homeless, everyone has the potential to donate one redeemable item towards this project and make a difference.

As a state-wide fundraiser, our ultimate goal is to collect the equivalent of one refundable can or plastic bottle for every man, woman and child in the state. If every citizen in Oregon donated just one can or bottle, the proceeds would sponsor 350 WWII veterans on a free “trip of a lifetime” to Washington, DC. With your help, we can send a plane full of vets on their “Honor Flight” to Washington DC.

## **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 primarily focuses on sight and hearing programs, our club does more than just provide exams, eye glasses 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 undertakes a Holiday Food Drive that provides more than 500 food boxes to local families. The Club is always looking for potential new members who want to give back to their community.

###





**FOR IMMEDIATE RELEASE**

**CONTACT:**

### **NEWS RELEASE**

\_\_\_\_\_ **Lions Club Partners with Schools to Bring High Tech Vision Screening to Children**

**Location (Date)** – The \_\_\_\_\_ Lions Club will screen the vision of students at \_\_\_\_\_ Elementary School. The Lions Club partners with the local school district and statewide organizations Oregon Lions Sight & Hearing Foundation (OLSHF) to bring the screening technology, data collection and expertise to their community.

Nationally, 25% of children have vision health issues; of that number less than 10% have eyeglasses. Kids that don't see well are more likely to struggle to learn and succeed in school. By screening children's vision, Lions help to identify potential vision problems early on to ensure treatment before the problem turns serious, thereby keeping children on track academically and socially.

Vision screenings ultimately help children succeed in school and Lions are a crucial part of the process: "We appreciate the Oregon Lions and our local chapter for this fantastic service. As district nurse it makes my job so much easier and I know we have quality results with little disruption to the school day." –*School Nurse*

The Welch Allyn SPOT photo screening device has revolutionized the school-based screening process. The SPOT, an objective and accurate tool, rapidly takes 13 measures to detect 8 vision issues common to children, and eliminates various barriers in screening children's vision. The SPOT also removes the challenge of screening special needs students, pre-verbal children and non-English speaking students. Lions can screen a full class in 5 to 7 minutes. Children stay in class, uninterrupted from learning.

**Success story highlights the SPOT's impact on a child's educational success:** Paige was a bright 10 year old child but had struggled in the classroom and failed to complete assignments due to the inability to focus on her schoolwork. Lions screened at Paige's elementary school and identified that Paige's left eye was very far sighted and slow to focus. During a follow up visit with a pediatric optometrist, the doctor confirmed what the SPOT caught, "[that] system catches more kids like your daughter than any other because most children can't explain well at



a young age that they have a weak eye that gets tired. Instead they just compensate and work twice as hard or give up.” Paige is now an extremely successful middle school student and athlete.

The Lions are part of OLSHF’s “2020 Vision” to have all Oregon school-aged children in kindergarten, first, third, and fifth graders screened annually for vision problems, an initiative that involves local Lions Clubs and community volunteers. Approximately 10% are referred for follow-up comprehensive exams. Lions make referrals to other sight and hearing assistance programs for access to low cost exams and eyeglasses such as the KEX Kids Fund. We anticipate screening almost 180,000 children in the 2017-18 school year.

Doug Thompson, Executive Director of OLSHF, reports, “Thanks to our partnership with local Lions Clubs and our SPOT devices, we’re now recognized as one of the premier health screening programs in the U.S.”

For more information about the \_\_\_\_\_ Lions Club, to volunteer or to schedule a screening in your community, please call our main office at (503) 413-7399.

#### **About OLSHF:**

OLSHF’s mission is to screen, treat, save and restore sight and hearing for those in need. During the 2016-17 school year, in partnership with Lions Clubs, we have screened almost 180,000 students throughout the state. In 2015, OLSHF launched its own Optical Finishing Lab and we edge new eyeglasses for people who qualify. To date, we built over 4,000 new eyeglasses for people in need. We also provide the gift of sight to people in developing countries with nearly 72,000 eyeglasses shipped and distributed through international mission work. Please visit [www.OLSHF.org](http://www.OLSHF.org) or [www.facebook.com/OLSHF](https://www.facebook.com/OLSHF) to learn more about our programs!

#### **About Lions Clubs International:**

Lions Clubs International is a service organization with 1.43 million members in 46,000 clubs around the globe. Started in 1917, Lions Clubs aim to provide services to blind and visually impaired individuals, as well as provide other services and humanitarian projects for local communities. For more information about Lions Clubs International, visit [www.lionsclubs.org](http://www.lionsclubs.org).

###





We screen, treat, save and restore sight and hearing in partnership with Lions Clubs

FOR IMMEDIATE RELEASE

CONTACT: «NAME\_OF\_LIONS\_CLUBORGANIZATION»  
«CONTACT\_NAME», «PHONE\_NUMBEREMAIL»

The «NAME\_OF\_LIONS\_CLUBORGANIZATION» Partners with OLSHF  
to Bring Free Health Screenings to the «NAME\_OF\_LOCATION» in «CITY», «STATE»

«CITY», «STATE» («MONTH\_\_DAY», «YEAR») – The «NAME\_OF\_LIONS\_CLUBORGANIZATION», in partnership with the Oregon Lions Sight & Hearing Foundation (OLSHF), is bringing health screenings to the «CITY» area community through the Mobile Health Screening Program (MHSP). The event will be held on «MONTH\_\_DAY» from «START\_TIME» to «END\_TIME» at the «NAME\_OF\_LOCATION», «STREET\_ADDRESS»

MHSP provides health screenings for vision, glaucoma, blood pressure and diabetes (blood glucose) with a 3 hour fast for adults. In the last two decades, more than 1,000,000 people in Oregon and Northern California have been screened, and because of it, over 180,000 health problems have been successfully detected. MHSP is the only statewide health screening program of its kind in Oregon.

To see a full schedule of screenings, visit [www.olshf.org/health-screening](http://www.olshf.org/health-screening). For more information, to volunteer or to schedule a screening in your community, please call (503) 413-7399 or email us at [Info@OLSHF.org](mailto:Info@OLSHF.org).

#### **About OLSHF:**

Our mission is to screen, treat, save and restore sight and hearing for those in need in partnership with Lions Club. Last year, 184,000 people were screened statewide through our Mobile Health Screening Program, at an average cost of less than \$4.00 per person. In 2015, we launched our newest program – the LEAP Optical Finishing Lab – that will support Lions Clubs with low cost glasses for eligible adults. More than 4,000 Oregonians received new eyeglasses built by our lab since program inception. We also provide the gift of sight to people in developing countries with nearly 72,000 eyeglasses shipped and distributed through mission work. Learn more at [www.olshf.org](http://www.olshf.org) or [www.facebook.com/olshf](https://www.facebook.com/olshf).

#### **About Lions Clubs International:**

Lions Clubs International is the largest service club organization in the world. Our 1.4 million members in more than 46,000 clubs provide humanitarian service in more than 200 countries and geographical areas around the globe. Since 1917, Lions clubs have aided the blind and visually impaired, championed youth initiatives and strengthened communities through hands on service and humanitarian projects. For more information about Lions Clubs International, visit [www.lionsclubs.org](http://www.lionsclubs.org).



## **SOCIAL MEDIA**

**Facebook**

**Twitter**

**# Hashtag**

**Pinterest**

**Instagram**

### **What is Facebook?**

Facebook is a social networking website that makes it easy for you to connect and share with your family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, anyone over the age of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network, with more than 1 billion users worldwide. This is a great way to connect with Lions clubs and individual Lions from all over the world.

### **Why use Facebook?**

Have you ever wondered why people like using Facebook? After all, there are already lots of other ways to communicate online, such as email, instant messaging, and so on. What makes Facebook unique is the ability to connect and share with the people you care about at the same time.

For many, having a Facebook account is now an expected part of being online, much like having your own email address.

### **How does Facebook sharing work?**

Facebook allows you to send messages and post status updates to keep in touch with your friends and family. For Lions clubs, this is a great way to post pictures from your events, promote upcoming events and network within your community. You can also share different types of content such as photos, links, and more. But sharing something on Facebook is a bit different from other types of online communication. Unlike email or instant messaging, which are relatively private, the things you share on Facebook are more public, which means they'll usually be seen by lots of other people.

While Facebook offers privacy tools to help you limit who can see the things you share, it's important to understand that Facebook is designed to be more open and social than traditional communication tools.

NOTE: On Facebook, Lions Clubs have two options when it comes to joining: Create a "page" or create a "profile." It is highly recommended that Clubs have a member create a page and then add people who can be administrators on the page. If your club joins Facebook with a profile (which is exactly what individuals do for Facebook), that requires a unique email and password to be associated with it and doesn't allow the flexibility of a "page."



## **How do I create a Page?**

Once you are logged into Facebook, to create a Page:

1. Go to [facebook.com/pages/create](https://facebook.com/pages/create)
2. Click to choose a Page category
3. Select a more specific category from the dropdown menu and fill out the required information
4. Click **Get Started** and follow the on-screen instructions

## **How do I give someone a role on my Page?**

You'll need to be an admin to give someone a role on your Page. If you're an admin:

Click Settings at the top of your Page.

Click Page Roles in the left column.

If the person is your Facebook friend, begin typing their name and select them from the list that appears. If the person isn't your Facebook friend, type their email address.

Click Editor to select a role from the dropdown menu.

Click Save and enter your password to confirm.

Depending on their settings, the person may receive a notification or an email when you give them a role.

Having several trusted Lions as admins on the page can ensure that the page is updated on a regular basis, as well as being monitored for content. This is a great role for someone in your club that is tech savvy.

## **What is Twitter?**

Twitter is a service for friends, family, and coworkers to communicate and stay connected through the exchange of quick, frequent messages. People post Tweets, which may contain photos, videos, links and up to 140 characters of text. These messages are posted to your profile, sent to your followers, and are searchable on Twitter search. For Lions Clubs this can be a great tool to announce fundraisers and projects and others can easily re-tweet your message to help spread the word.

## **Do I need anything special to use it?**

All you need to use Twitter is an internet connection or a mobile phone. Once you've created an account you can begin finding and following accounts who's Tweets interest you. This can include fellow individual Lions, Lions Clubs International, other Lions clubs, businesses in your community, etc. Twitter will provide recommendations of accounts that you may be interested in once you're signed up.



### **What's a Tweet?**

A Tweet is any message posted to Twitter which may contain photos, videos, links and up to 140 characters of text. Once you've signed up, just type your first Tweet in the update box and it will be sent out into the world.

### **Why 140 characters?**

Twitter was created to keep messages short and sweet. They determined that a word count of 140 characters is the perfect length for sending status updates via text message. The standard text message length in most places is 160 characters per message. Twitter reserves 20 characters for people's names, and leaves 140 characters for your message!

### **How do I find people to follow?**

When you create an account, you can search for people by name or @username, import friends from other networks, or invite friends via email. You can also follow some of the people Twitter suggested.

### **What does it mean to follow someone on Twitter?**

Following someone means you've chosen to subscribe to their Twitter updates. When you follow someone, every time they post a new message, it will appear on your Twitter home page.

### **How do I know who I'm following?**

After you click the 'Follow' button on someone's profile, you're following them. See a list of people you're following by clicking on the following link on your profile page or on your home page's sidebar.

### **How do I know who is following me?**

Twitter sends you an email when someone new follows you. You can set up your email preferences to notify you when you have a new follower. The 'Followers' link on your profile page or home page's sidebar will also tell you who is following you. You might find local non-Lions following your club and this information could be used as a membership recruitment tool or to network for community partners.

### **Who reads my updates?**

Your followers read your Tweets. If your Tweets are public, anyone who runs a search for a keyword (#hashtags) in your Tweet may be able to see that message. Your Tweets are public by default; if you're hesitant to have people you may not know read your updates, protect your Tweets to approve followers and keep your updates out of search. Example: If you post a tweet with the hashtag #WeServe, anyone who searches for the term will see your tweet.

### **What are Direct Messages?**

Direct Messages are private messages sent from one Twitter user to other Twitter users; they do not appear in public for anyone else to read. You can start a conversation with anyone who follows you.



**What are replies?**

If a message begins with @username, meaning it was directed to another user, it is a reply. Click the Reply button on another person's Tweet to reply to it. Please note that if your Tweets are protected, users who are not following you will not see your replies or mentions. If you post a tweet with @LionsClub, then it will flag Lions Club International that you are responding or including them in a Tweet. Sample message from a club might be: Thanks @LionsClubs for providing our district a PR grant. #WeServe #Werockthevest #Lionsareawesome.

**What is the difference between a reply and a Direct Message?**

A reply is a public message sent regardless of follow-ship. Anyone can view it (if your Tweets are public). A Direct Message is a private message, and can only be seen by the sender and intended recipients.

**Can I edit a Tweet once I've posted it?**

No, you can't edit a Tweet once you have posted it, but you can delete it.

**What's a Retweet (RT)?**

A Retweet is a Tweet that you forward to your followers.

**To post a Tweet via the web:**

Sign in to your Twitter account.

Type your Tweet into the box at the top of your Home timeline, or click the Tweet button in the top navigation bar.

Make sure your update is fewer than 140 characters. Click the Tweet button to post the Tweet to your profile.

You will immediately see your Tweet in the timeline on your homepage.

**To post a Tweet via text message (SMS):**

Another way (some say the best way!) to post updates is from your mobile phone. First, connect your phone with your Twitter account, then simply send your Tweet as a text message to your appropriate Twitter short code the same way you'd send any other text message. Remember to count your characters!

To learn more about Twitter and how to use it, go to <https://support.twitter.com/>



## What are # (Hashtags) and How to Use them on Social Media

### **What is a # Hashtag?**

A hashtag is a keyword or phrase preceded by the hash symbol (#), that people include in their social media posts. Essentially, it makes the content of your post accessible to all people with similar interests, even if they're not your followers or fans. Hashtags are basically an online search function on Twitter and Instagram. If you're on Facebook, Twitter or Instagram, or have ever watched the local news, you have probably seen hashtags. For instance, let's say you're curious to know what other Lions Clubs are doing to help celebrate the Centennial. A simple "#Lions100" search on Twitter will open a dedicated news feed that show the aggregated posts of any users who used "#Lions100" in their posts. But usually, users don't actively search for hashtags, but simply spot them. Hashtags appear as clickable links on posts they see and a mouse click will display a real-time live feed of every other post tagged with the same hashtag.

### **Creating an Effective Hashtag**

To create a hashtag, all you need to do is include a # and a relevant keyword or phrase. You can insert hashtags anywhere in your posts: front, middle or end. Some people like to weave their hashtags into the middle of posts, while others prefer inserting them at the end. It does not really matter, as long as your hashtags remain relevant. Hashtags are powerful when used wisely. Nothing turns people off more than a cluttered post with excessive hashtags or overly lengthy hashtags, e.g. #thisLongHashtagIsSoPointless. As a general rule of thumb, keep your hashtags to a maximum of two or three when tweeting on Twitter. For Instagram, the ideal number of hashtags is five. Always remember to use clear, unique and relevant hashtags.

### **How Can Using #Hashtags Help you Promote your Club?**

Assuming your social media profile is public, using hashtags make your posts visible to basically anyone who shares your interest. No longer are your posts limited to just your followers; your content is now accessible to all other users interested in similar topics. Choosing the right hashtag can greatly broaden the reach of your social media posts to thousands of potential followers, fans or customers. Some common hashtags for Lions include #LionsClubs #WeRocktheVest #Lions100 #WeServe #Charity #Leos







## Pinterest

### **What's Pinterest?**

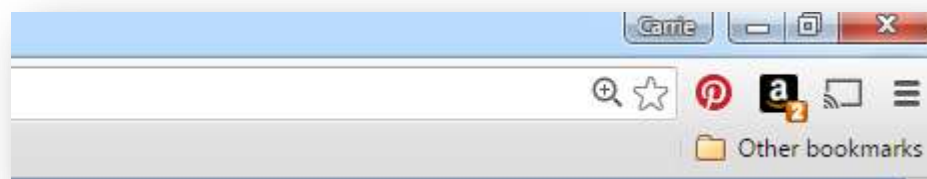
Pinterest is a visual bookmarking tool that helps you discover and save creative ideas. For Lions, this could be a great place to save ideas in different categories like fundraisers, service projects, etc.

### **What are Pins?**

Pins are visual bookmarks. Each Pin you see on Pinterest links back to the site it came from, so you can learn more—like how to make it or where to buy it.

Save things you want to come back to later.

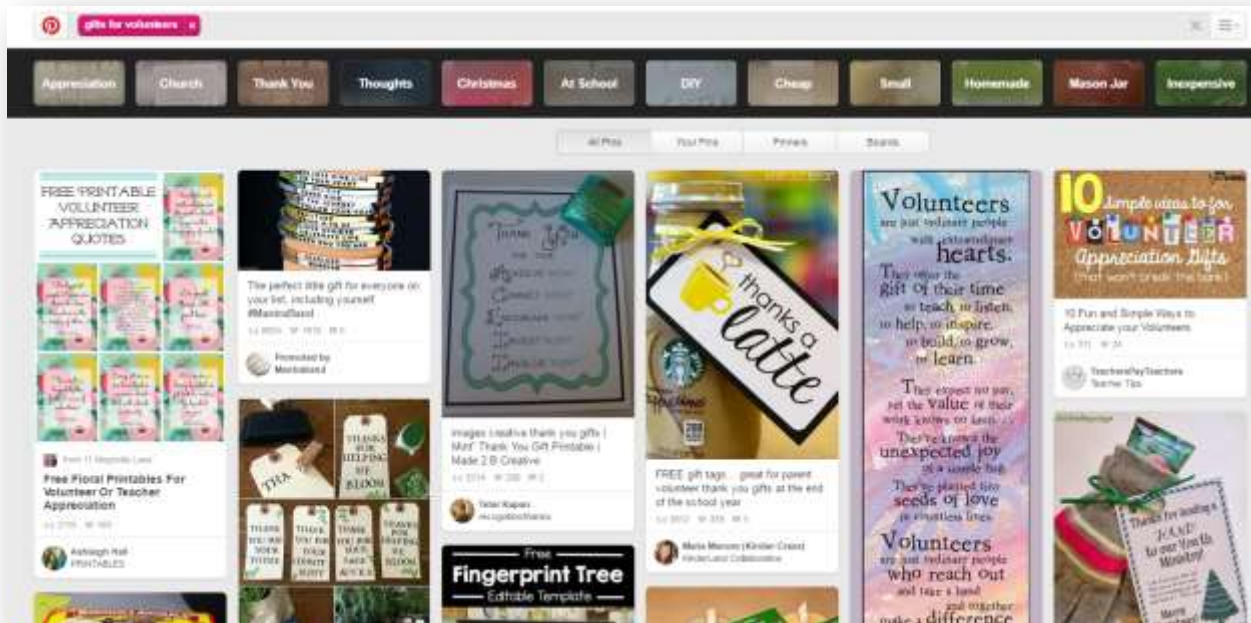
You can save anything you find around the web by adding the Pinterest browser button to the browser you use most.



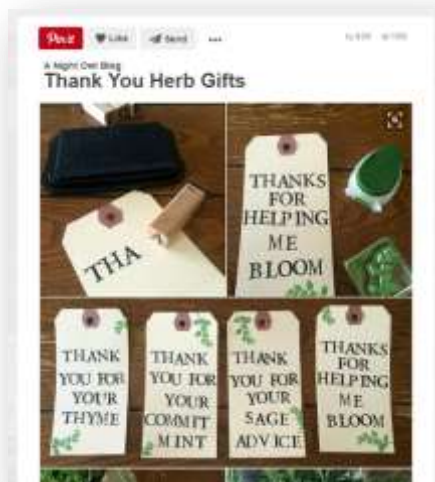


Or try looking through Pinterest to see what other people have found. If you discover a Pin that looks interesting, just save it for yourself.

Let's say you're on Pinterest and searching for gift ideas for volunteers. You can put "gifts for volunteers" in the search bar and this is what comes up:

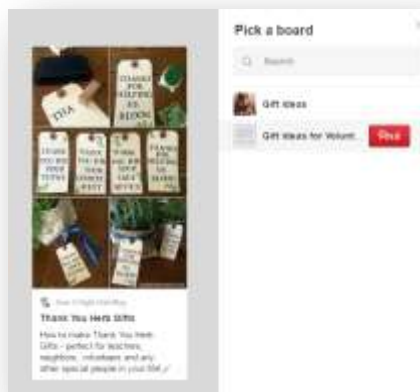


You can click on any pin to find out more information:





From here you can save this pin to a board, so you can look at it later.



If you click on the pin again, it will take you the original website for the pin's detailed information:



Example:

Individual pin from the LCI Marketing & Promotional Images board:





LCI Marketing & Promotional Images board:



### Create a secret or group board

You can also make secret boards, or invite other people to Pin with you on a board. This might be handy if you have a small committee planning your yearly installation banquet and want a way to secretly share ideas on how to honor members of your club.

If the project's for a special event and you don't want people to know about it yet, make a secret board and reveal it to the world whenever you're ready.

### Your home feed is just for you

When you first log in to Pinterest, you'll see your home feed—it's a collection of Pins from the people, boards and topics you follow, as well as a few Promoted Pins and Pins we've picked for you.

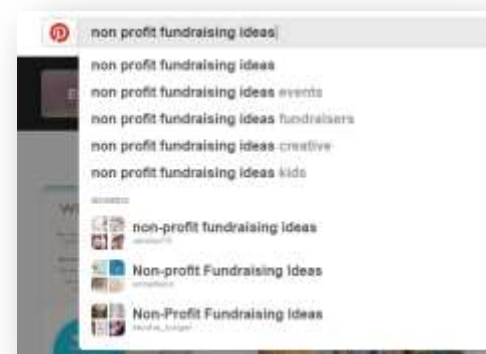
### Follow interesting boards and people

Following people and boards is how you fill up your home feed with good stuff. If you come across someone who Pins things you love, you can follow all their boards or just the ones you like best.

Sometimes you may follow someone's boards and then notice that you're not into the things they're Pinning after all. That's okay! Just go to the board to unfollow it, or unfollow all of their boards.

### Find whatever you're looking for

If you're looking for something specific—like fundraising or gift ideas—just do a search to see what other people have Pinned. If you don't know exactly what you want, but see an item in a Pin that interests you, you can search within that Pin. Just select the magnifying glass and drag to select the part of the Pin you're interested in. You can even filter your visual search results by topic so you can find exactly what you're looking for.





## Get ideas from categories

Looking for ideas for but not sure exactly where to start? Get inspiration from the broad category feeds, like “Everything” or “DIY” and crafts. Pinterest regularly updates each feed with new Pins from that category.



## Check out all your boards and Pins

Your Pins and boards live on your profile. After you’ve been Pinning for a while, you’ll notice your profile turning into a snapshot of who you are and what you’re interested in.

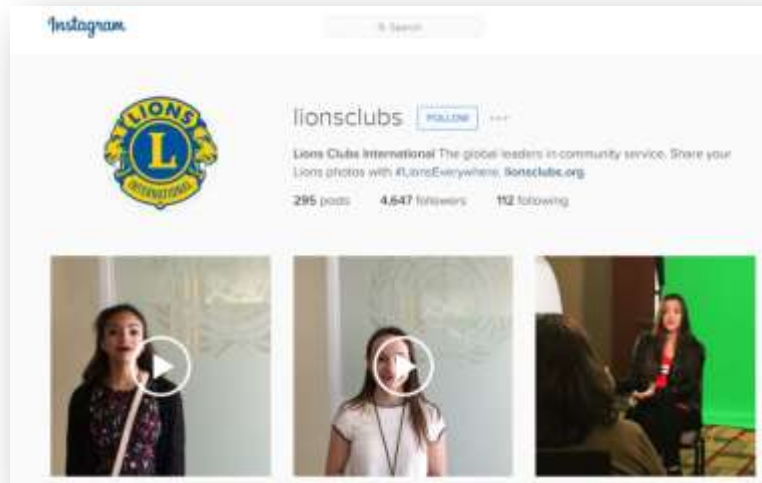




## Instagram

### **What is Instagram?**

Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, and then choose a filter to transform the image into a memory to keep around forever. Instagram allows you to experience moments in your friends' lives through pictures as they happen. Imagine a world more connected through photos.



### **How do I get Instagram?**

It is available for free in the Apple App Store and Google Play store. It is also accessible for viewing as a website but pictures can only be posted via a smart phone.

### **Where does the name come from?**

From the Instagram website:

When we were kids we loved playing around with cameras. We loved how different types of old cameras marketed themselves as "instant" - something we take for granted today. We also felt that the snapshots people were taking were kind of like telegrams in that they got sent over the wire to others - so we figured why not combine the two?

We love taking photos. We always assumed taking interesting photos required a big bulky camera and a couple years of art school. But as mobile phone cameras got better and better, we decided to challenge that assumption. We created Instagram to solve three simple problems:

Mobile photos always come out looking mediocre. Our awesome looking filters transform your photos into professional-looking snapshots.

Sharing on multiple platforms is a pain - we help you take a picture once, then share it (instantly) on multiple services.

Most uploading experiences are clumsy and take forever - we've optimized the experience to be fast and efficient.



### **What other services is Instagram compatible with?**

Currently, users can share photos on a photo-by-photo basis on Flickr, Facebook, and Twitter. This is a great way to cross-promote.

### **How does privacy work?**

Instagram has adopted a follower model that means if you're "public" on Instagram, anyone can subscribe to follow your photos. They do, however, have a special private option. In this mode, a user can make sure he/she must approve all follow requests before they go through.

### **Who can see the photos?**

All photos are public by default which means they are visible to anyone using Instagram or on the instagram.com website. If you choose to make your account private, then only people who follow you on Instagram will be able to see your photos.

### **How can I print my photos?**

We save all the photos you process with Instagram to your camera roll. You can then sync with your computer and print as many as you'd like.

Pictures posted on the LCI Instagram page (note the use of #hashtags):









## **CREATING A FLYER**

When creating flyers for events or fundraisers, you don't need to spend a lot of time or money to create a flyer to get your message across.

Before starting your project, determine how many you'll need printed and who will do the printing. When we have a local event, typically we need about 40-50 flyers. The flyers are designed to have about 50% white space so they will be more economical to print on a home printer. Ask club members to print 5-10 flyers and no one feels the burden. If more flyers are needed or an outside source will be doing the printing, the design could be more elaborate with full color coverage. We put on a Halloween carnival each year and the local school administration office has been gracious enough to print small handouts for each student to take home. We provide the graphics – 4 to a page – and, when asked, they have been willing to print them free of charge. Other organizations, such as the Chamber of Commerce or Visitor's Center have also partnered with printing costs. Check with your local ESD (Education Service District) – they have provided us with very low cost printing for many of our projects.

### **Headline or Title**

Come up with a memorable title or headline, something that is eye catching and attention getting.

### **Color and Graphics**

Use eye-catching colors or graphics on your flyer. There needs to be a balance between what you have on your flyer and white-space. You might also consider using color graphics that will print well in grayscale so that you can do flyers both in full color and in black on colored paper.

### **Fonts**

Pick an easy to read font or if you use a fancy font, make sure that it is big enough to be easily read and reproduced.

### **Who, What, When, Where and Why**

It is critical when make a flyer to make sure you include ALL pertinent information, including Who is putting on the event, What the flyer is promoting, When and Where the event will be located and Why, meaning who does it benefit.

If you're doing a fundraiser, be sure to include prices and what those prices include.

If you're promoting a service project, include any needs or restrictions to the project, such as tools needed for a city-wide clean-up or if there is a minimum age for children to help on a project.

### **Contact info**

Always include the name of someone who can be contacted for more information. The more information the better, including a phone number, an email, social media pages or a website.

**Keep it simple and easy to read.**



The Newport Lions Club will be offering  
**FREE HEALTH SCREENINGS**

At the **2018 Healthier You Expo**  
@ The Center for Health Education, Newport, OR



**DON'T MISS THIS OPPORTUNITY  
CHECK YOUR HEALTH**

This event includes the following **FREE** screenings

Vision | Glaucoma  
Blood Pressure | Blood Glucose

The Oregon Lions Mobile Health Screenings Program will offer quick, free health screenings. Please note: individuals under 18 can receive vision screenings only. To participate in additional screenings, a parent or guardian must be present. \*The Blood Glucose screening requires a 3 hours fast.



**WHERE:**

Center for Health Education  
740 SW 9th Street  
Newport, OR 97365

**WHEN:**

April 7th, 2018 ♦ 9AM – 1PM

**SURF AND TURF**  
*Prime Rib & LOBSTER* DINNER AND ORAL AUCTION!  
**SATURDAY, JANUARY 31, 2015**  
**MYRTLE CREEK ELKS LODGE**

5 p.m. – Social Hour  
6 p.m. – Dinner  
7 p.m. – Auction

**Dinner Includes**

- 2 Lobster tails
- Prime Rib
- Baked Potato
- Salad & Trimmings

**\$30**  
in Advance

**Auction Items Include**

- Trips
- 1/2 units of plywood
- Casino stays
- catered party for 50

Football  
signed by  
Mariota



**All proceeds go to benefit  
Summer Festival Fireworks**

**COME FOR THE  
DINNER  
STAY  
FOR THE  
AUCTION**

For tickets call  
**541-863-3171**  
**541-863-5073**  
**541-817-2018**  
or Visit

Ace Hardware, Del's Building  
Supply, Myrtle Creek City Hall  
Umpqua Bank, Hanson Jewelers

**HALLOWEEN** is on a Saturday  
*7th Annual*  
and so is the **CARNIVAL!**

**October 31, 2015**

So everyone can also have fun Trick-or-Treating  
the carnival will be from

**2 to 4pm**

**Sutherlin West Intermediate School**

**FREE Fun for EVERYONE!**

**Games & Prizes  
Refreshments**

**Costumes optional!**



Sponsored by the Sutherlin Lions  
for more information call 541-315-5587 or 541-459-5854

Join us for an  
**Old Fashioned  
4th of July Celebration**  
**PICNIC & BAR-B-Q**

The **FUN STARTS** at 11am  
**in CENTRAL PARK**

With a **CHILDREN'S PARADE**  
(prizes for best patriotic costumes)

**OLD FASHIONED GAMES**  
throughout the day – everyone invited to participate!

**KARAOKE** with Bill & Linda Lee

**FLAG RETIREMENT CEREMONY**  
at 1:30pm

Sutherlin Lion's Club is providing Hot Dogs and punch.  
PLEASE BRING SIDE DISHES FOR YOUR PICNIC!

**ENJOY GOOD  
COMPANY!**



Full Color Background

or

Print It On Colored Paper

ALL PROCEEDS BENEFIT THE 1190 KEX KIDS FUND & THE OREGON CITY LIONS CLUB.



# Celebration of SIGHT & HEARING

SILENT AUCTION • DINNER • DANCING & MORE!  
**Sunday, January 17 • 6-10 PM**  
Doors open at 5 PM  
Gray Gables Estate 3009 SE Chestnut Street • Portland, OR 97267

*Tickets* \$45/person • \$80/pair  
PURCHASE TICKETS AT [WWW.2020EVENT.ORG](http://WWW.2020EVENT.ORG)

Catering provided by Two Girls Catering

*Bands*  
Ben Rice Band | Rae Gordon | Return Flight



For more information, call Hope Loose at 503-467-9461 • [info@2020event.org](mailto:info@2020event.org)

## Monte Carlo Night for Charity



Gresham Breakfast Lions Club

Raising money for sight and hearing needs.

### Join us March 7, 2015

Gift Card Prizes

**Roulette**



Doors Open at 6:00pm  
Games 7:00pm to 10pm

**Black Jack**



Dinner  
Beer & Wine

**Craps**



Buy-In \$50.00  
Optional Re-Buys  
\$1,000 in play chips  
for \$20.00

\*No Cash Prizes —gift cards only  
Contact: Art Abbott @ 503-936-0540

ST Henry's  
Gymnasium  
346 NW First St.

## 16<sup>th</sup> Annual C-Y Lions Golf Tournament



Saturday June 13<sup>th</sup>, 2015 — 9am Shotgun Start  
Cross Creek Golf Course - Dallas, OR

- 18 hole scramble
- Register Individually or as a team (4 golfers per team max)
- Registration deadline is June 6th
- \$65 per golfer includes:
  - Lunch
  - 6 feet of string

Contact to sign up, or return attached registration form to:  
Marty McLaughlin  
P.O. Box 434  
Carlton, OR 97111  
Marty McLaughlin: 503-550-9933  
Cory VanDyke: 503-799-8931

Proceeds benefit Yamhill-Carlton basketball program, Sight & Hearing Foundation and more!

Sutherlin Lions Club  
& Scott Allen's Band  
Presents A Free  
Performance



## JOHNNY Cash

A Tribute  
by Scott Allen

Guests  
**The Ventures** performed by Dan Estremado

performed by  
**Patsy Cline** Kay Anderson

Ted Edwards, Bass / Jim Lee, Drums

### Saturday Sept. 6, 2014

Sutherlin Central Park 6-8:30pm

For More Info  
call 541-784-8808



Lions Snack Bar  
Will be Open  
Selling Food & Drinks



Pick a border and use it for all your event PR

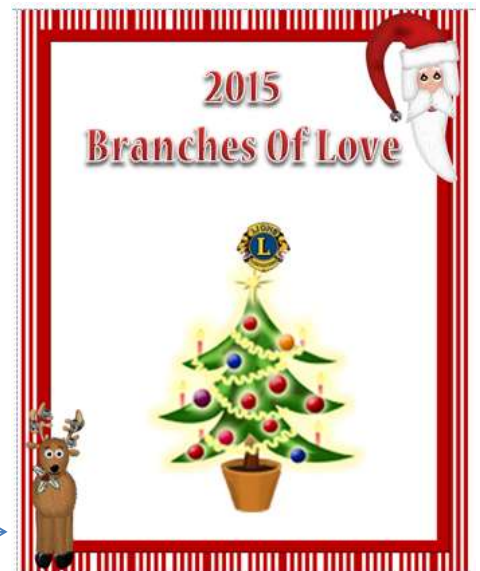


Full page  
FLYER



¼ sheet  
Thank You  
Note

Front



Inside



Full Page Thank You Certificate





## **Tips on making a Tri-Fold Brochure**

### **Nuts & Bolts of Design**

- Standard format — 8 1/2 x 11-inch paper
- Two printed sides
- Two folds (six panels, each with a dimension of 3 2/3 x 8 1/2 inches)
- No seal (staples or adhesive tape)
  
- Set up your margins correctly. The margins that are between panels should be twice as wide as the outer margins. This may look slightly odd when flat, but it means that you'll have an equal left and right margin on each panel when the brochure is folded.
  
- Use a template from your printer if it had one available. Often the inside flap is designed to be slightly smaller than the outer flap. This way it folds and opens neatly. You can figure out these details yourself, but a template will ensure it is correct and also match the printer's expectations.
  
- If your printer doesn't have templates to use, then use a template available via your or Avery computer software, like Microsoft Word. A pre-formatted template is especially useful if you're using pre-folded brochure paper (these will often say on the package what template number to use, i.e., Avery). If your printer can provide you with a template, use it. Often the inside flap is designed to be slightly smaller than the outer flap. This way it folds and opens neatly. You can figure out these details yourself, but a template will ensure it is correct and also match the printer's expectations.
  
- Think about the order of information. Both the front outer flap and back (center) panel are visible without opening the brochure. Then, the inner flap becomes visible, at the same time the start of the inside left is exposed. The inside, inner flap (far right panel) is the last section to be seen and may be overlooked, don't put your critical message there!
  
- Print and fold your design mockup. Whether you are designing the brochure yourself, or receiving a proof from your graphic designer, print it out and fold it up. Printing it at full size ensures that the type size is as you expect (don't rely on just viewing it on screen). Folding it will force you to make sure your panels are in the right order and that elements align pleasingly from one part of the layout to another.
  
- Don't cram the text into the panels of your brochure. Use a reasonable size font (not less than 10 points) and include lots of white space. While fancy fonts may be pretty, consider sticking with fonts that are easy to read and to reproduce.



- Use lots of headings and subheadings. People skim brochures and your headings will determine whether they actually read the text. If you're creating any kind of list, use bullet points.
- Include photographs or graphics. Tell your story visually. One or two really nice photos can make a world of difference in a brochure, especially on the cover. It's best to use fewer, larger, high-quality photos than lots of small images that are hard to see.

## Brochure Content

- Create your brochure with a specific audience or goal in mind, such a membership recruitment, donation requests, fundraising event or project, etc. You can create a more generic club brochure if you just want to share general information about your club in the community- but be sure to include contact information!
- Emphasize benefits over features. Don't just describe your programs; explain why and how your events and fundraisers can help your community or benefit them in other ways. This is a great time to brag about your club's successes and impressive outcomes.
- Include a call to action. Tell the person reading your brochure what to do next. How do they donate? How do they volunteer?
- Be sure to include an easy to read section that has contact information. This should include a contact person, a phone number, email and web addresses (Facebook page, Instagram, website, etc).

Places to order inexpensive full-color brochures- something to consider if you need a large quantity or you're wanting a more professional looking print job on matte or glossy paper.



<http://www.gotprint.com/home.html>



<http://www.vistaprint.com>



<http://www.nextdayflyers.com/>



## Page 1 (Outside) of brochure

<p><b>Middle inside Flap</b></p> <p>Great place to put lists of club projects, fundraisers, fascinating information on the club or event. This will be the first section people look at as it will fold out when opening the brochure.</p>	<p><b>Back of the brochure</b></p> <p>Great place to insert the Lions logo, contact information, website addresses, Facebook names, etc.</p>	<p><b>Front of brochure</b></p> <p>Use eye-catching colors and logos</p> <p>Design to grab people's attention so people pick up brochure to look at.</p> <p>Ideally printed in full color.</p> <p>Be sure to make your Club Name or Event standout on this panel.</p>
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## Page 2 (Inside) of brochure

<p>When opened up flat, these three panels will make up the inside of the brochure.</p> <p>Format can be adjusted to have one, two or three separate panels of information. Or, you can bleed the margins and make this one full page of information</p>	<p>If you decide to use separate panels, these sections are great for grouping or bulleting different things.</p> <p>You can be really creative with the inside of the brochure, using pictures, graphics and color to convey your message.</p>	<p>Ideas for panels:</p> <ul style="list-style-type: none"><li>Events</li><li>Projects</li><li>Fundraisers</li><li>Club History</li><li>Community Needs</li><li>Club officers</li><li>Meeting time &amp; location</li><li>Membership info</li><li>Donation Info</li></ul>
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## ***Beaverton Lions Club***

## ***Milwaukie Lions Club***

## ***Sutherlin Lions Club***

39



## SAMPLES FROM LCI WEB SITE:

<http://www.lionsclubs.org/EN/member-center/resources/publications/resources-pub-pr.php>

<http://www.lionsclubs.org/resources/EN/pdfs/mpfm8.pdf>

**What will it cost to have your family as a Lion?**  
Most Lions clubs meet once or twice a month. But many have family forums and sometimes, even you will be volunteering with your family. You will be able to spend time with your children, parents, brothers and sisters or other family members.

You can count on much time as you wish and on your schedule alone.

There is a one-time entry fee and modest yearly dues. Lions are the first volunteer service organization to offer a reduced family dues plan. You can learn more on the Lions Clubs International Web site. Young people under the age of 18 years can't become official Lions members, but family clubs welcome them and provide special activities for children.

**How can my family join a Lion club?**  
Clubs are always looking for people who want to make a difference in their community. Contact your local Lions club or tell a Lion that you would like to attend a meeting to help out with a service project to learn more.

**Do you wish family and friends who share your interests and want to meet needs in your community to join a Lion club?**  
Consider starting a club at your workplace or a club of people with similar interests, such as families from your children's school or those who are active in sports or music. If your parents and family members of Lions live at a retirement center, consider starting a club there—it will be a great way to get multiple generations to meet together while helping others.

**How can my family join a Lion club?**  
Visit the Lions Clubs International Web site at [www.lionsclubs.org](http://www.lionsclubs.org). There you can read about the humanitarian work of Lions around the world. Learn more about joining or starting a club and see the Become a Member Lion to find a club near you.

**Lions Clubs International**  
World Headquarters  
1900 N. Lincoln St., Suite 100  
Ann Arbor, MI 48106-1507 USA  
Tel: 734/769-1200  
Fax: 734/769-1201  
www.lionsclubs.org

**Families that volunteer together, grow together.**

Looking for FUN new ways to spend time with your family?

Want you to work with FAMILY members and friends to build a program, share up a new or old idea for a new project?

Do you want to share your abilities, the important contributions and help others?

How you volunteer in your community is IMPROVE the lives of others who are in need.

If you join other families in a Lion club, you can make a difference in your COMMUNITY and a difference in the world.

**Who volunteer through a Lion club?**  
Your family can accomplish much more when you work together with others in your club.

Lions clubs offer a number of community service projects you can participate in, or you can work with other Lions in developing new programs that interest you.

**Who are Lions?**  
Today's Lions are men, women and families who have fun volunteering together and share the satisfaction that comes from helping others.

Lions are a network of 1.2 million people in over 200 countries and geographic areas around the world who work together to improve our world.

**Who can we invite to be a Lion?**  
What you do will depend on the needs of your community and the interests of your members. Your family can:  
• organize a bicycle safety program or a community recycling project  
• participate in a Lions youth exchange program and meet Lions from around the world at international conventions  
• plant trees at your park or join for a garden at a senior citizens home  
• encourage children in your school to learn about projects through the Lions International Project Paper Contest  
• help young people develop life skills and positive values through school-based public development programs  
• start a Lion club—a club for young people—at your local school to provide service learning opportunities  
• collect used eyeglasses to be recycled and distributed to people in need in Africa or call them for a donation about vision.

<http://www.lionsclubs.org/resources/EN/pdfs/me37.pdf>

**You will know that what you do is worthwhile and appreciated.**

Visit the Lions Clubs International Web site at [www.lionsclubs.org](http://www.lionsclubs.org) to learn more about becoming a Lion and to find a club near you.

**Lions Clubs International**  
Membership Program and New Club Development Department  
Lions Clubs International  
1900 N. Lincoln St., Suite 100  
Ann Arbor, MI 48106-1507 USA  
Tel: 734/769-1200  
Fax: 734/769-1201  
www.lionsclubs.org

**TALENTED. DEDICATED. CONFIDENT.**

**WHO ARE LIONS?**  
Lions are groups of service-minded men and women who are interested in improving their communities. To do so, Lions try to be as active as possible, a member of an organization, an international organization, a leader in the community and a friend to people in need.

**WHAT DO LIONS CLUBS DO?**  
Lions strive to make a difference locally and globally. Lions are best known for their efforts to eliminate preventable blindness, but also participate in many other areas of projects, including assisting those in need, sponsoring international exchanges for young people, providing supplies to victims of natural disasters and helping clean drinking water to victims of illness.

Whether a Lion club goes together, whatever get started and everything get better.

**WHY JOIN A LIONS CLUB?**  
As a Lion, you will have the opportunity to help others, make new friends and use your talents to make a real impact. You will acquire new skills, meet challenges head-on, establish lasting friendships, give personally and make a real difference.

**I'm ready to help.**  
Lions help where help is needed—in both our communities and around the world—with unconditional integrity and dedication.

**I'm adventurous.**  
Lions are known for meeting challenges. The Lions respond to simple, but hard.

**I'm a leader.**  
Lions Clubs International develops leaders. Lion leaders serve at every level of the organization and oversee everything from local membership to the organization's international direction.

**I'm making a difference.**  
Lions are always looking to help where they impact the lives of the most fortunate, the hungry and sick, the homeless and abandoned.

**Volunteering makes you feel appreciated and needed. It provides an opportunity to give back what has been given to you.**

**DO YOU HAVE QUESTIONS?**  
We have answers!

Yes, Lions clubs are the answer! Lion clubs have been serving in Lions clubs for years. In fact, we are the only service organization in the world that is a member of Lions Clubs International.

**What is the Lion club?**  
Lions clubs have been serving in Lions clubs for years. In fact, we are the only service organization in the world that is a member of Lions Clubs International.

**What does it cost?**  
There is a one-time membership fee of \$100. When joining, you will be asked to make a donation to the club. In addition to making a donation, you will be asked to make a donation to the club. In addition to making a donation, you will be asked to make a donation to the club.

**Are there opportunities to help?**  
Yes, you can join a Lion club with your spouse and other adult family members. Before you start, you will be asked to make a donation to the club. In addition to making a donation, you will be asked to make a donation to the club. In addition to making a donation, you will be asked to make a donation to the club.

<http://www.lionsclubs.org/resources/EN/pdfs/me40.pdf>

**Lions Clubs Fit Your Lifestyle**  
Lions Clubs International offers many opportunities for you to make a difference in your community. You will be able to spend time with your children, parents, brothers and sisters or other family members.

**Lions Clubs Offer New Experiences**  
As a member of a Lions club, you will be able to spend time with your children, parents, brothers and sisters or other family members.

**Member Benefits**  
Lions clubs offer many benefits to members. These include:  
• A free Lions Club membership card  
• A free Lions Club membership card  
• A free Lions Club membership card  
• A free Lions Club membership card

**How to Become a Member**  
To become a member of a Lions club, you must first be recommended by a current member. Once recommended, you will be asked to make a donation to the club. In addition to making a donation, you will be asked to make a donation to the club.

**Lions Club Membership Interest Form**  
I am interested in learning more about Lions membership. Please contact me with information about your club.

**Lions Clubs International**  
Membership Program and New Club Development Department  
Lions Clubs International  
1900 N. Lincoln St., Suite 100  
Ann Arbor, MI 48106-1507 USA  
Tel: 734/769-1200  
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www.lionsclubs.org

**Lions Make a Difference**  
Lions Clubs International Foundation (LCIF), an official charitable organization of Lions Clubs International, supports Lions' compassionate work by providing grant funding for their club and global humanitarian efforts. Together, Lions and LCIF actively work to eliminate blindness, support youth, provide disaster relief and address humanitarian needs.



**Insert Title Here**

Use this page to tell prospective members about your club. Consider including recent projects your club has worked on and activities your club regularly participates in.

**Become a Member**

If you are interested in joining, contact us to come to our meeting:

Club Address:  
Club City, State, Zip  
Club Phone Number  
Club E-mail  
e-Children in club Web site URL

Join us at a meeting:  
Club Meeting Place  
Club Meeting Days  
Club Meeting Time

**Lions Clubs International**

Lions Clubs International is the world's largest service club organization with more than 1.3 million members in approximately 43,000 clubs in more than 200 countries and geographic areas around the world. Since 1917, Lions clubs have aided the blind and visually impaired and made a strong commitment to community service and serving youth throughout the world.

**Lions Clubs International**  
Lion Clubs International  
300 W. Lincoln St.  
Club House IL 60111-0887 USA  
www.lionsclubs.org  
362.000.1200

**We are Lions!**



Insert your club's name here

**Lions are Ready to help**

Whether a Lions club gets together, problems get smaller. And communities get better. That's because we help where help is needed - in our own communities and around the world - with unmatched integrity and energy.

We are one of the most effective service club organizations. We get the job done.

Everywhere we work, we make friends. With children who read storybooks, with seniors who need transportation, and with people we may never meet.

We're led by talented, dedicated volunteer leaders from around the world. And, we're supported by the Lions Clubs International Foundation (LCIF), which helps to fund Lions International projects.



**Become a Lion**

Right now, Lions are supporting communities around the world. We're meeting to plan a local project. We're organizing international roadtrips for young people. We're helping deaf students learn to read in a remote village. We're building. We're saving. We're helping. And we're having the whole thing of.

There are many reasons to become a member. As a Lion, you'll:

- Help your community
- Gain valuable skills
- Make an impact on people's lives, both locally and internationally
- Learn to be a leader - and lead a respected organization
- Network with business people in your community and around the world
- Enrich your life and have fun

You'll grow personally and professionally. And you'll learn that what you do is worthwhile and appreciated.

Lions are groups of service-minded men and women who are interested in improving their communities. We are young people, families and Baby Boomers alike. To become a Lion is to become an active volunteer, a member of a respected international organization, a leader in your community and a friend to people in need.

To become a Lion, you must be of legal majority, good moral character and good reputation in your community.

Membership is by invitation, or request in today or come to one of our meetings to see if Lions Clubs is a good fit for you!



**Ready to Help, Worldwide**

Whether a Lions club gets together, problems get smaller. And communities get better. That's because we help where help is needed - in our own communities and around the world - with unmatched integrity and energy.

Our 46,000 clubs and 1.35 million members make us the world's largest service club organization.

We're also one of the most effective. We get the job done.



in more than **200** countries

**45,000** clubs

**1.35 million** men and women

**Be A Lion**



**The Global Leaders in Community Service**

[Available space for club]

**www.be-a-lion.org**

**Be A Lion**



**The Global Leaders in Community Service**

[Available space for club]

**MORE VOLUNTEERS in MORE PLACES**

than Any Other Service Club Organization



**When it comes to meeting challenges, our response is simple. We serve. In 205 countries, in hospitals and senior centers, in regions battered by natural disaster, in schools and in homes, we're helping, leading, planning and supporting. Because we're local, we can serve the unique needs of the communities where we live. And because we're global, we can address challenges that go beyond borders.**

**We want everyone to see a better tomorrow. That's why we support eight programs and services including vision screenings, ear, nose and throat examinations, dental care, and eye exams. We're also helping to fund research through fundraising campaigns like Campaign SightFirst and Campaign DeafFirst.**

**We believe everyone deserves a healthy life. From providing health programs that focus on hearing loss to supporting efforts to control and prevent diabetes, we're working to improve the health of children and adults around the world.**

**We empower the next generation. Whether it's providing volunteer and leadership experiences in a Lion club or sharing a message of peace through our Peace Poster contest, we push programs forward in the future by reaching out to young people.**

**We serve local communities - and protect the planet. From performing foodbank service projects to providing emergency assistance, our community and environmental programs improve our communities - and protect the environment.**


[Available space for club]

**Ready to Help, Worldwide**

Whether a Lions club gets together, problems get smaller. And communities get better. That's because we help where help is needed - in our own communities and around the world - with unmatched integrity and energy.

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in more than **200** countries

**45,000** clubs

**1.35 million** men and women

**Be A Lion**




**The Global Leaders in Community Service**

[Available space for club]

**www.be-a-lion.org**

**Be A Lion**




**The Global Leaders in Community Service**

[Available space for club]

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[Available space for club]



## BUSINESS CARDS

Reasons why Business Cards Matter in the Digital Age:

- 1) It is an easy way to swap information, while sharing information only digitally can come across as impersonal. Business cards are an easy way to share all of your relevant information, including meeting locations, contact information and where they can look online for more information about your club.
- 2) People like things that are tangible and real, which can be a regular reminder about your club and your mission. Physical business cards are also easily sharable which helps with networking.
- 3) Business cards make you look prepared, especially when given to prospective members or businesses you are asking to support your club. Business cards can help with first impressions, especially if your card is colorful or memorable in some way. Adding a calendar gives them a reason to keep it and use it for a full year.
- 4) Club business cards are a simple and efficient way to help your members share information about your club without relying on each individual to come up with their own strategy.
- 5) Business cards acknowledge that not everyone has smart phones, which is important when working with many different populations.



### Milwaukie Lions Club

Serving the Milwaukie community since 1948

Meetings are at the Bomber Restaurant  
1st & 3rd Wednesdays at 6:30pm  
September thru June

For more information visit us online:


Milwaukie Lions Club


milwaukielions

<http://www.e-clubhouse.org/sites/milwaukieor/>

## SUTHERLIN LIONS CLUB

Come check us out!

### Noon Club

Tuesdays at Noon  
Dakota Street Pizza

### Evening Branch Club

1st & 3rd Thursday, 7pm  
Sutherlin Community Center  
For more information call 541-391-0767  
email: cls24@hotmail.com



We Serve



Interested in learning more?  
Join us at a meeting or event!

Invited by: \_\_\_\_\_

Phone/Email: \_\_\_\_\_





**We Serve**



### SUTHERLIN LIONS CLUBS "We Serve"

2011

Month	S	M	T	W	Th	F	S
<b>JANUARY</b>						1	
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<b>MARCH</b>						1	2
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<b>NOVEMBER</b>						1	2
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<b>DECEMBER</b>						1	2
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## **POST CARDS**

Post cards can be a great addition to any PR campaign. Not only can they be mailed out to a targeted audience, but they also double as a great hand-out at events.

There are many post card programs available online, in addition to using a template through Microsoft Word.

Most post cards consist of a colorful design on the front. This can be logos, artwork or photography. You want the front to be eye-catching but not distracting.

The back side of the post card consists of two halves- the left side can include information about your club or event, or can be left blank for a message. The blank section on the right side needs to remain empty except for a mailing address (or if you're handing these out, you can print up a message on some address labels and stick them there).

### **Tips for great post cards**

- Size- there are multiple sizes available for post cards but the two standard sizes that qualify for USPS first class mail post card price are 3.5"x5" and 4.25"x 6".
- Quality- When ordering postcards from a professional printer, you'll have many options in terms of quality- paper type, paper weight, gloss vs matte, etc. Base the quality of your post card purchase on intended use- sometimes you're better off getting quantity vs quality.
- Use colors to create interest- this is a great time to "brand" your club by using Lions or club colors, promoting the club logo, etc. Display your logo prominently!
- Use photos when relevant- if you're promoting a big event or something that can be explained visually, using pictures is a great idea. Pictures may also go a long ways in getting people interested in what your club is doing and might encourage others to get involved- especially if everyone looks like they're having fun!
- Keep the design and fonts simple so that it is easy read. Make sure to choose your wording carefully to convey your message- you may only have a moment to get someone's attention.

### **Information cards to pass out at club events**



- **Projects and Activities**
- Eye exams & glasses
- Hearing exams & aids
- Holiday Food Drive
- Backpack Buddies Adopt-A-School
- Flags for First Graders
- Books for Students

#### **Meetings**

The Bomber Restaurant  
13515 SE McLoughlin Blvd  
Milwaukie, OR 97222  
1<sup>st</sup> & 3<sup>rd</sup> Wednesday at 6:30 pm

#### **Find us on the web:**

<http://e-clubhouse.org/sites/milwaukieor/>  
<https://www.facebook.com/MilwaukieLionsClub>



## Meeting reminder card to put on a refrigerator

 <p>The Sutherlin Lions Club would like to invite you to come check us out and learn about all the great things we do for our community.</p> <p><b>Come... Join us!</b></p> <p><b>Sutherlin Evening Branch Club</b> Meets the 1st and 3rd Thursday @ 7pm Calapooia Free Methodist Church 333 SW Church Rd, Sutherlin</p> <p><b>Sutherlin Noon Club</b> Meets every Tuesday at 12pm @ Dakota Street Pizza 105 Fairway Dr, Sutherlin, OR</p>	<p>Sutherlin Lions Club PO Box 973 Sutherlin, OR 97479</p> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <small>PLEASE PLACE STAMP HERE</small> </div>
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## Save the date cards for a BIG event!

 <p><b>Salutes America's Heroes</b></p>	<p>Join us in <b>Sutherlin, OR</b> July 27-31, 2011</p> <p><b>THE WALL</b> AMERICAN VETERANS TRAVELING TRIBUTE</p> <p>AVTT is a traveling memorial to "Honor, Respect, Remember" those who served, especially those who gave their lives in defense of the freedoms we value so highly, including Law Enforcement personnel and Firefighters.</p> <p>Sutherlin Salutes America's Heroes is our birthday gift to Douglas County and Beyond as we commemorate Sutherlin's Centennial</p> <p> We Serve</p> <p>for more information visit our website @ <a href="http://www.sutherlintributewall.com">www.sutherlintributewall.com</a></p>
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Great sources for printing postcards and business cards: (be sure to price check for the best deals!)



<http://www.gotprint.com/home.html>



<http://www.vistaprint.com>



<http://www.nextdayflyers.com/>



<http://www.overnightprints.com/postcards>



<https://www.primoprint.com/postcards>



## CREATE A FREE WEBSITE FOR YOUR CLUB



**If you're looking for a free and easy way to create a website for your Lions Club, the e-Clubhouse is for you!**

LionNet is proud to provide this resource to help Lions Clubs around the world build a useful, professional looking website. Designed with fill-in-the blank fields for even the least internet savvy, the e-Clubhouse allows you to:

- Build and maintain a website for your club using a simple set of tools.
- Keep your members – and community – up-to-date about the projects the club is working on.
- Promote your club's activities and recruit new members.

You can choose between two predesigned Website templates that incorporate the Lions Clubs International brand. Both templates include links to information on the Lions Clubs International Website, including the Lions News Network, Lions Learning Center and more.

### **e-Clubhouse Features**

Each e-Clubhouse features:

- **Club Home Page:** Feature a photo of your club members participating in a project or club activity and provide a brief history of your club.
- **Calendar of Events:** Use the calendar to keep everyone informed of important dates.
- **Club Projects:** Provide information on your projects and let your community know how they can support your projects.



- **Photo Gallery:** Showcase your club's activities by posting photos of recent projects.
- **Contact Page:** Post key contact information for people in your community to call so they can learn more about your club and get involved.
- Up to five additional pages for your club's special functions or news.

## Member-Only Features

The member-only section provides a way for your members to communicate important club news, encourage attendance to meetings and recognize member dedication.

- Member Directory
- Message Boards
- E-vites
- Polls
- Member and Group Recognition page
- Newsletter template
- Group email

**Lions Club International e-Clubhouse User Guide can be found here:**

[http://www.e-clubhouse.org/my-admin/inc/Lions\\_e-Clubhouse\\_User\\_Guide\\_en.pdf](http://www.e-clubhouse.org/my-admin/inc/Lions_e-Clubhouse_User_Guide_en.pdf)



The screenshot shows the 'Lions e-Clubhouse' application form. On the left is a navigation menu with links: Home, My Account, Getting Started (highlighted), Other e-Clubhouses, FAQs, Contact Us, and Logout. The main content area is titled 'e-Clubhouse Application' and 'Getting Started'. It instructs users to log in or submit an application to create a website for their Lions Club. It lists two types of users: Current Members (who can log in now) and New Members (who must submit an application). A note states that applications are reviewed by volunteers within two business days. Below this is a 'Required' section with a form containing the following fields: Language (dropdown menu set to English), \*Club Name (text box, example: Watertown Lions Club), MD (text box), \*District (text box), \*Country (dropdown menu set to Albania), State (dropdown menu), City (text box, note: If different from Club Name), \*Club Number (text box), Club Address (text box), Club Tel (text box), and Club Email (text box).



## **Other Free or Inexpensive Website options**

The following companies allow you to create your own free website, blog or online store. This might be a great option if you are wanting to create a simple website for a club project or fundraiser, something you want to keep separate from your e-clubhouse website.

Some website hosting services are free but may have limited support. There are some inexpensive options that have a monthly hosting fee but do provide additional support services.

Most of these websites offer extensive design templates that make creating a website site easy- no coding or extensive web experience needed!

### **Weebly (free)**

<https://www.weebly.com>

### **Site Builder (free)**

<https://www.sitebuilder.com/>

### **eHost (has monthly fees)**

<https://www.ehost.com/>

### **Website Builder (free)**

<https://www.websitebuilder.com/>

### **Idea Host (monthly fees)**

<https://www.idealhost.com/>

### **Site Blog (free blog hosting)**

<https://www.siteblog.com/>

New sites and companies are being created online all the time, so if one of the above options doesn't work for your club, consider searching Google or the web for Free Website Hosting.

Getting someone in your club that is tech savvy might be a way to get someone more involved, or the need for someone tech savvy could be used as a tool to recruit newer members.



## **ONLINE RESOURCES**

The fastest way to find information on the web is to do a Google or Bing search on whatever topic you need help with.

### **LCI is a wealth of information:**

<http://members.lionsclubs.org/EN/resources/index.php>

<http://members.lionsclubs.org/EN/resources/social-media/index.php>

<http://members.lionsclubs.org/EN/resources/publications-forms/index.php>

<http://members.lionsclubs.org/EN/resources/publications-forms/public-relations.php>

<http://lionsclubs.org/blog/2012/11/05/10-marketing-ideas-to-promote-your-lions-club/>

<http://www.lionsclubs.org/EN/member-center/resources/publications/resources-pub-pr.php>

### **The following are some resources that were referenced in this writing of this manual.**

#### **Good general information about resources in Oregon**

<http://bluebook.state.or.us/>

#### **Press Releases**

<http://www.wikihow.com/Write-a-Press-Release>

<http://www.cbsnews.com/news/how-to-write-a-press-release-with-examples/>

[http://www.huffingtonpost.com/zach-cutler/press-release-tips\\_b\\_2120630.html](http://www.huffingtonpost.com/zach-cutler/press-release-tips_b_2120630.html)

<https://ireach.prnewswire.com/tips.aspx>

#### **TV & Radio PSAs**

<http://keos.org/documents/How to write a radio psa.pdf>

<http://www.healthytogethernow.net/wp-content/uploads/2011/08/Writing-a-PSA.pdf>

<http://www.aspencsg.org/rdp/documents/tactics/PSAs.pdf>

<http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/public-service-announcements/main>

<http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/public-service-announcements/main>

<http://linkedlearning.org/wp-content/uploads/2014/07/Linked-Learning-PSA-Toolkit-FINAL-wCover.pdf>



## **Postcards**

[http://www.vistaprint.com/vp/images/nns/product/mailing\\_services/MS\\_SalesKit.pdf](http://www.vistaprint.com/vp/images/nns/product/mailing_services/MS_SalesKit.pdf)

<https://www.quantumpostcards.com/blog/7-postcard-design-fundamentals>

<https://www.psprint.com/design-templates/postcards/>

## **Brochures**

[http://www.smalltownmarketing.com/brochure\\_layout.html](http://www.smalltownmarketing.com/brochure_layout.html)

<http://www.nonprofitmarketingguide.com/resources/brochures/nonprofit-brochure-basics/>

<http://www.visiblelogic.com/blog/2011/02/6-tips-for-tri-fold-brochure-design/>

<http://www.creativeblog.com/graphic-design-tips/how-to-design-a-brochure-123267>

## **General PR information**

<http://www.kiwanis.org/kiwanisone/promote-your-club/public-awareness-toolkit>

## **Free Websites**

<http://www.webhostingbest10.com/free-web-hosting>

## **Oregon Newspapers**

<http://orennews.com/>

[https://en.wikipedia.org/wiki/List\\_of\\_newspapers\\_in\\_Oregon](https://en.wikipedia.org/wiki/List_of_newspapers_in_Oregon)

## **Oregon TV & Radio Stations**

<http://www.theoab.org/>

[https://en.wikipedia.org/wiki/List\\_of\\_television\\_stations\\_in\\_Oregon](https://en.wikipedia.org/wiki/List_of_television_stations_in_Oregon)

[https://en.wikipedia.org/wiki/List\\_of\\_radio\\_stations\\_in\\_Oregon](https://en.wikipedia.org/wiki/List_of_radio_stations_in_Oregon)

## **Online Printing resources**

<http://www.gotprint.com/home.html>

<http://www.vistaprint.com>

<http://www.nextdayflyers.com/>

[www.printdirtcheap.com](http://www.printdirtcheap.com)



## **Signage and vinyl signs**

F3B Printing  
Brad Kelsay  
541-673-0390 (shop) 541-784-8063 (cell)  
820 NW Highland St  
PO Box 185  
Roseburg, OR 97470

## **Promotional items**

<https://www.4imprint.com/>

<https://www.qualitylogoproducts.com>

[www.positivepromotions.com](http://www.positivepromotions.com)

[www.amsterdamprinting.com](http://www.amsterdamprinting.com)