



District 11 B1 Public Relations Committee

Dear District 11-B1 Lions, Lioness and Leos:

As you know, DG Terry's big focus this year is on membership. To ensure a Club's survival, it needs to continue to attract new members. Not only will new members bring Club security, it will also bring new ideas, perspectives and ways of thinking. What better way to attract new members than to promote your Club? Project big or small, communities deserve to know why we are Lions, Lioness and Leos and hear about the heartwarming moments we produce and experience each day.

As the Public Relations Chairperson for our district, I challenge you to show your community what your Club is all about. Attached is a points system. Each Club will receive points for media exposure. The general points system is listed at the top to accompany the service projects your club already performs. The PR Challenge Ideas section contains more ways you can spread the good news of Lionism in your community.

To make this a bit easier, I will keep track of mentions in Lion Pride and the district newsletter, but it will be up to a representative from your Club to let me know about any other media exposure your Club receives. I will keep a tally of the points and the winning Club will be announced at the District Convention in April and receive a 6'x2' vinyl banner with a personalized message of their choice to use to promote their Club at local events, compliments of Durable Graphix in Ann Arbor.

All 11-B1 Club Presidents were notified of the PR Challenge on December 17, 2009. Any promotions your Club has done since that date should be reported to me to receive your points. On April 9, 2010, all points will be tallied and the winning Club will be notified.

**Please feel free to contact me with any questions, comments or ideas.
May the most publicized Club win!**

**Alison Claerhout
Public Relations Chairperson
(734) 887-2304
aclaerhout@michiganeyebank.org**



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PR Challenge General Points System

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| Article in district newsletter * (max 5 pts) | 1 point |
| Article and picture in district newsletter * (max 10 pts) | 2 points |
| Article in Lion Pride* (max 12 pts) | 3 points |
| Article and picture in Lion Pride* (max 16 pts) | 4 points |
| Maintain an up-to-date website | 10 points |
| Article in your local newspaper | 10 points |
| Article and picture in your local newspaper | 15 points |
| Mention on local radio station | 15 points |
| Mention/appearance on your local TV station | 20 points |

PR Challenge Ideas (10 pts. each)

Post information about your club on your community's website.

Include info about Lions in the community welcome packet.

See if buses and trains will donate advertising space.

Pass our flyers or brochures about your clubs and its activities. If the event is a fundraiser, hand out info telling how the money will be used.

Display the Lion logo prominently on all materials and at all activities and events.

Hand out balloons imprinted with the Lion logo at your event.

List your club in the local phonebook.

Print info about your club on grocery bags at the local grocery store.

See if government and school district newsletters will include information about your club, especially if you are involved in a community or school project such as the Peace Poster Contest, a vision or diabetes screening, building a recreational center, etc.

Purchase advertising space in school and community publications for athletic and musical events.

Place a highway sign or marker outside your community, and keep it in good condition.

Write a weekly or monthly "Lions Spotlight on Health" series for a local newspaper focusing on issues such as the warning signs of blindness and diabetes.

Invite community organizations to present information about their activities at club meetings and offer to present info at their meetings.

Volunteer at a local elementary school and place IPDG Roberta's easel out front in the morning for parents to see.

Wear a Lions t-shirts over your winter coats and shovel sidewalks for elderly around the holidays. (Lions t-shirts available from IPDG Roberta for \$3).

Come up with your own personalized idea!

BE CREATIVE AND HAVE FUN! ALL PROMOTIONAL IDEAS WILL BE ACCEPTED!