

**DISTRICT MARKETING AND PUBLIC RELATIONS PLAN
(PROPOSED OUTLINE – December 31, 2020)**

PURPOSE: To ensure effective internal and external communication, reshape public and Lion opinion and improve positive visibility of the clubs' and District's activities in the community to expand and support Lion service and satisfaction.

GOALS TO FURTHER THE PURPOSE:

(1) GOAL 1: Promote a positive public image of Lions

Strategies to support the goal: (See LCI Publicity and Marketing Ideas on line):

- (a) Promote media support:
 - 1. Newspapers and other print media
 - 2. Television, radio and other on-air media
 - 3. Press release, PSA and other media training
 - 4. Cultivate media relations
 - 5. See LCI's "Social Media including Lions Everywhere – SMILE"
- (b) Use social media: Post on Lion Facebook and Websites and on public FB and Websites
- (c) Miscellaneous: Billboards, Highway clean up signs, welcome to the city service group signs
- (d) Club and District Branding and Signature Projects (See LCI branding guidelines)
- (e) Public presentations
 - 1. To groups
 - 2. Elevator speech
- (f) Information tables and Lions identification (vests, banners and posters) at club and District events and projects

Action Plans for carrying out strategies:

Benchmarks that show progress:

Timetable for achieving the goal:

(2) GOAL 2: Support Lion service

Strategies to support the goal:

- (a) Targeted outreach to potential users of the service
- (b) Outreach to potential partners in providing the service
- (c) Identify and tap funding and other resources needed for the service
- (d) Market club and District fundraisers (Promote public vs. Lion support.)

Action Plans for carrying out strategies:

Benchmarks that show progress:

Timetable for achieving the goal:

(3) GOAL 3: Build Lions pride, unity and fellowship

Strategies to support the goal:

- (a) Use of coordinated club and District face book and website entries
- (b) Lions Pride
- (c) Use of District constant contact and other District messaging
- (d) District Cabinet forums

Action Plans for carrying out strategies:

Benchmarks that show progress:

Timetable for achieving the goal:

(4) GOAL 4: Develop District Marketing/PR Committee:

Strategies to support the goal:

- (a) Define the roles of the Committee and Committee Chair
- (b) Recruit members with the following skills or to do the following jobs:
 - 1. Writing (articles, press release and PSA's and grant applications, etc.)
 - 2. Photography and videography
 - 3. Presentation
 - 4. Short term and long-range planning
 - 5. Knowledge of or experience in marketing and public relations or knowledge of LCI marketing resources and grants
 - 6. Lions with interest in areas where marketing and public relations should be used, especially District committee members
- (c) Do training and promote club and District use of marketing and public relations
 - 1. Recruit and train club PR Chairs (See LCI's on line Marketing and Communications Guide)
 - 2. District Cabinet meeting and zoom forums
 - 3. Club presentations
- (d) Monitor MD4 marketing/PR committee strategies and ideas

Action Plans for carrying out strategies:

Benchmarks that show progress:

Timetable for achieving the goal:

(5) GOAL 5: Do brainstorming at Club and District levels

Strategies to support the goal:

- (a) Focus on ideas for improving marketing and public relations

(b) Focus on where and how to use marketing and PR (as in new club development)

Action Plans for carrying out strategies:

Benchmarks that show progress:

Timetable for achieving the goal:

I welcome your suggestions and comments about this proposed guide.

Lion Derek Ledda

District 4-C5 Marketing and Public Relations Chair (2020-2021)