



Lions Advocacy Strategy

Lions and Leos raise awareness of the causes they care about, educate their community members on important issues and create positive change. Here are some ways your club can get involved in advocacy.



Awareness

Lions raise awareness of the needs their clubs serve. They increase their service impact by getting others involved.

What can your club do?

- [Host a Strides for Diabetes Awareness event.](#)
- [Raise awareness of childhood cancer](#) through informational pamphlet distribution, radio public service announcements, or social media campaigns.
- [Advocate for your club and Lions Clubs International Foundation](#) by hosting an event to raise awareness of your service.



Education

Lions educate their communities on important issues such as how to improve their health and protect the environment.

What can your club do?

- [Team up with a local diabetes organization to run a type 2 diabetes screening event.](#)
- [Organize a tree planting activity at a school, educating students on environmental protection and the value of trees.](#)
- [Host a community event for expectant mothers, providing information on gestational diabetes.](#)



Change

Lions develop relationships with government and community leaders, establishing themselves as experts in serving their community and partnering to bring about positive change.

What can your club do?

- [Visit the website of your local or national government to learn about its structure and how it operates.](#)
- [Invite an elected official to participate in one of your club's service activities or speak at a club meeting.](#)
- [Schedule a meeting with your local elected official to talk about a cause important to your community.](#)

The above ideas are only some of the many ways your club can get involved in advocacy! Be sure to report your service in MyLion to share how your club is serving.

Lions Clubs International's Relationship with the United Nations

Lions International's relationship with the United Nations (UN) began in 1945, when the organization assisted in drafting the nongovernmental organization section of the UN Charter. Today, Lions' service supports the UN's Sustainable Development Goals. Appointed Lions Representatives to the United Nations build relationships with UN agencies and collaborate to find solutions to global challenges. This work is celebrated and enhanced every year during Lions Day with the United Nations events.

