

MERL Team e-Newsletter

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Advising Clubs on PR/Visibility

Public Relations is a valuable and often underutilized tool for developing membership. The Lions Website has many [valuable PR tools](#) which can be used in all of areas and levels of Lions - multiple district, district and club. Encourage and support Lions in understanding the importance of visibility!

[The PR guide](#) sums up "why do PR" and provides information on "how to do PR." There are also a number of [sample or fill-in-the-blank releases](#) available.

Visit [The Lions Learning Center](#) for great online courses. Take advantage of this resource and share it with others.

[LQ--Lions Quarterly Video Magazine](#) is another opportunity for viewing and sharing news and info. The LQ podcast can be downloaded and makes an excellent program for group presentations. It is a good resource to share with new and prospective members, as well as local television-access stations. Encourage clubs to submit story ideas and photos for consideration to lq@lionsclubs.org or they can contact the LCI Public Relations Department at 630-468-6739. Free DVDs of LQ are also available from the [PR Department](#).

Invite/Retain Members through Marketing

Help clubs be more visible in the community. Suggest that each club member print a copy of the ["30 Marketing Ideas Publication"](#). Encourage the club to try a new tactic to invite or retain members.

Ordering in Advance for Community Events and Membership Drives

Many clubs invite new members at community festivals and club projects. Encourage these clubs to order membership applications and other invitation materials at least 4 weeks ahead of their event. To request materials, a designated club officer should e-mail the [Membership Operations Department](#) with their materials request, date needed and mailing address. Have club officers prepare in advance for the materials request. [View](#) available invitation materials.

Say "Thank You" to New Members and Sponsors

Have each club in your area acknowledge new members and sponsors by ordering New Member Kits free of charge from the [Club Supplies Department](#). In each kit, you will find a new member and a new sponsor certificate. Encourage the club president to present these signed certificates to each member and sponsor at an [induction](#) ceremony.

Lions Learning Center

The Lions Learning Center includes two interactive courses related to enhancing your public relations efforts and increasing your visibility in the community.

The [Public Relations](#) course defines and presents the benefits of public relations for Lions clubs. You'll learn what makes an event newsworthy and how to communicate key messages about Lions clubs. You will create an "elevator speech" and a public relations plan, and discover the numerous public relations resources.

Service projects are one of the best ways of being visible in the community. The [Providing Community Service](#) course includes tools and techniques to help you assess community needs, select worthwhile projects, plan projects for success, and promote your club's service to the community.

International Convention in Sydney

Plan on joining us for two leadership seminars scheduled for the 2010 International Convention in Sydney.

The LEADERSHIP EXCHANGE (Thursday, July 1, 13:30 -15:30 Bayside Gallery, Sydney Convention and Exhibition Centre (SCEC)) celebrates leadership skills and the popular sport of sailing. During this high energy, interactive seminar, attendees actively participate in discussions and activities to enhance key leadership skills.

The Council Chairpersons Seminar (Wednesday, June 30, 14:30-16:30, Bayside 204A, Sydney Convention and Exhibition Centre (SCEC)) is designed to support incoming council chairpersons as they prepare for a successful year in this key leadership position. Highlights include the 2010-2011 international theme, goals and priorities for the year ahead.

Invite the Whole Family

It is no secret that public relations and membership recruitment go hand-in-hand. So, what better way to make your club visible to the community and draw membership in two's and three's than to host a family event? Use the [Family Friendly Lions Club Concept "How to Guide"](#) (pdf) to help plan. Consider hosting a city block party, or even a service project that gets the whole community involved. Supplement the event with information about the activities of the local Lions clubs and how to become a Lion. And don't forget to invite the kids!

New Charter Club Policy

To ensure that all Lions clubs are actively involved in service and give members the opportunity to take advantage of local Lions events, Lions Clubs International has implemented a new policy that requires 75% of new charter members to either reside or work within the multiple district. This is of particular importance to [Cyber-type clubs](#) that may wish to charter with members spread over a larger geographic area.

Charter Application Deadline Reminder

Complete charter applications must be received by International Headquarters on or before June 20 to be processed for the current 2009-2010 fiscal year.