

# Public Relations Support for Clubs and Districts

## Publications

- Club PR Chairperson's Guide (available in all languages) — includes sample news releases, pitch letter, letter to the editor, radio and TV PSAs and fact sheet — download from <http://www.lionsclubs.org/EN/content/pdfs/pr710.pdf>
- District PR Chairperson's GuideCWeb only — (available in all languages) — download from <http://www.lionsclubs.org/EN/content/pdfs/pr730.pdf>
- LCI Fact Sheet (available in all languages) — download from <http://www.lionsclubs.org/EN/content/pdfs/pr799.pdf>
- LCI History (available in all languages) — download from <http://www.lionsclubs.org/EN/content/pdfs/pr800.pdf>
- Lions World Sight Day Actively Guide (available in all languages) — includes sample news release — download from <http://www.lionsclubs.org/EN/content/pdfs/pr804.pdf>
- Lions Recycle for Sight Activity Guide (available EN, FR and SP) — includes sample news release, letter to the editor and radio PSA — download from <http://www.lionsclubs.org/EN/content/pdfs/pr782>.
- Peace Poster Kit (available in all languages for purchase through Club Supplies) — includes sample news release — download order form from <http://www.lionsclubs.org/EN/content/pdfs/pr785.pdf>
- District Peace Poster Chairperson's Guide — Web only — (available in all languages) — download from <http://www.lionsclubs.org/EN/content/pdfs/pr787.pdf>

## Press releases/other material for distribution and as examples on Web site

- 18 sample news releases about club and Leo activities and awards (available in EN and 6/05 in all languages) — download from [http://www.lionsclubs.org/EN/content/news\\_news\\_sample.shtml](http://www.lionsclubs.org/EN/content/news_news_sample.shtml)
- Current news releases including
  - Convention related releases (available in all languages) — Online Convention May-September
  - Lions World Sight Day release in October in EN
  - News release about Peace Poster winner
  - News release about election of international president (available in all languages)
- Biographies of officers (available in all languages) and biographies of international directors (available in home language)
- International Visitor and Protocol Guide (available in all languages) — download from <http://www.lionsclubs.org/EN/content/pdfs/pr768.pdf>

## Other Web resources

- Calendar of Events — provides information about upcoming dates that can be publicized (available in all languages) — download from [http://www.lionsclubs.org/EN/content/news\\_calendar.shtml](http://www.lionsclubs.org/EN/content/news_calendar.shtml)
- e-Newsletter — provides the latest information about upcoming events and activities that can be publicized (available in all languages) — download from [http://www.lionsclubs.org/EN/content/news\\_news\\_online.shtml](http://www.lionsclubs.org/EN/content/news_news_online.shtml)
- Online Convention (available in all languages) — May-September

## Videos

- International Program video for each year (available in all languages for purchase from Club Supplies)
- Convention Highlights video for each year (appropriate for all languages — purchase from Club Supplies)
- "Building a Better Tomorrow" recruitment video (available in all languages for purchase from Club Supplies)
- Audio Visual List (available in all languages) — download from <http://www.lionsclubs.org/EN/content/pdfs/pr720.pdf>

## **Individualized PR assistance**

- By e mail at [pr@lionsclubs.org](mailto:pr@lionsclubs.org)
- Phone at 630-571-5466 ext. 363 or fax at 630-671-1685

## **Financial assistance**

2004-2005 PR Matching Grants to districts (information and form available in all languages) — download information from <http://www.lionsclubs.org/EN/content/pdfs/pr9221.pdf>