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Lions Clubs International Uses Off-Beat Humor to Reach Next Generation of Members

New rap video is expected to go viral; educate and attract younger members

Oak Brook, Illinois, USA, September 22, 2011 – Lions Clubs International (LCI) may be the largest service organization in the world, but with its latest recruitment effort, it's proving that it is anything but boring. The 94-year-old non-profit, known for its community service and iconic yellow vests, has a new rap video. Yes, we said rap video. The new music video features Lions members, young and old, singing and dancing to custom-written rap lyrics, while doing community service projects such as feeding the hungry, providing eyeglasses and planting trees. The participants are real members and good sports who don't take themselves too seriously, and that comes through in the video.

"The goal of the unusual campaign is two-fold," said Peter Lynch, executive director of Lions Clubs International, "to recruit the next generation of Lions members by getting their attention where they spend the most time, which is increasingly online, and to show people in a fun, entertaining way what our members do across the country and world."

The Lions logo and yellow vest may be two of the most recognized brand symbols in the world, but many of the younger generation are not aware of what the 1.35 million members in more than 46,000 clubs throughout the world contribute to communities. "We hope that the rap video and our new PSAs, along with online and outdoor billboards and a radio PSA coming out later this year, will help us reach that younger generation and show them that we are not their father's or grandfather's Lions clubs," said Dane LaJoye, LCI spokesperson.

The recruitment campaign was created pro-bono by Serve Marketing, a non-profit ad agency that specializes in public service marketing. According to Serve Creative Director Gary Mueller, the organization chose the non-traditional, humorous PSA approach to showcase the fun and camaraderie that is an integral part of the Lions clubs' success.

"There are people out there who think of the Lions as a stodgy old men's club and it's not," notes Mueller. "It's an incredibly diverse group of people – young and old, men and women – who love to give back and have fun in the process. We think this campaign will be successful in attracting new members."

The campaign is a major departure from some of the more reserved efforts the organization has used to promote its activities in the past. With the demographics of the Lions membership evolving and the marketing competitiveness of other non-profits on the rise, Serve took the initiative to present a campaign that is bold and a fresh effort to communicate the Lions mission and attract new members.



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Watch the rap video and new Lions PSAs, which are now available on the [LCI YouTube channel](#) and the LCI Web site and will air in local markets across the country. A major social media push to take the videos viral is currently underway and the organization plans to release the rap song on iTunes.

About Lions Clubs International

Lions Clubs International has 1.35 million members in 207 countries and geographic areas. In addition to its efforts toward conquering blindness, the organization has made a strong commitment to community service and helping youth throughout the world. To learn more about Lions Clubs International, visit [lionsclubs.org](#).

About Serve

Serve is a nonprofit advertising agency whose mission is to give underserved charitable causes a stronger voice in the community. Since 2002, Serve has helped create behavior-changing marketing campaigns for more than 30 non-profits, both locally and nationally, on issues ranging from teen homelessness, child sexual violence and shaken baby syndrome to teen pregnancy, ovarian cancer and gun violence. To date, Serve has donated more than \$11 million of in-kind creative, media, Web, PR and strategic planning services to non-profits, in an effort to raise their profile and increase their impact in their local communities.