

# LIONS INTERNATIONAL **MARKETING AWARD**

**Congratulations** to all the winners of the 2022-2023 Lions International Marketing Award, and thank you to all the clubs that submitted their marketing campaigns for consideration.

# CA1

## Antigua and Barbuda Antigua Lions Club District 60 B

This marketing campaign was created spread awareness about the Antigua Lions Club's 14th annual prostate screening event. Several community partners volunteered and/or sponsored the event.

### Goal

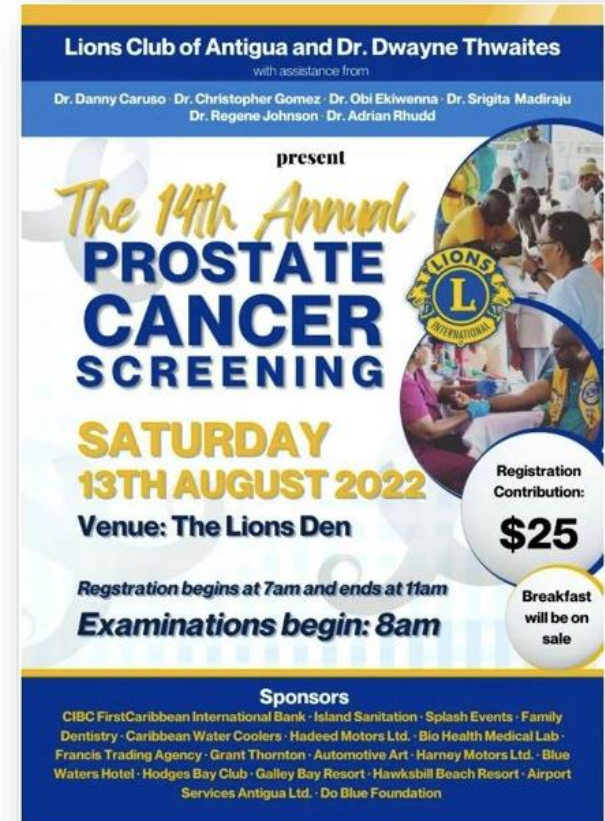
- Draw 800 men to prostate cancer screening event

### Results

- Screened 884 men



Lions Clubs International



This marketing campaign was created to spread awareness about the club's fifth Classic Car Raffle. The club worried raffle tickets would be difficult to sell in-person due to COVID-19, and in turn sold raffle tickets online for the first time.

## Goal

- Sell out raffle tickets
- Raise awareness of club

## Results

- Sold out tickets a month early
- Raised \$150,000
- 230,000 Facebook impressions
- 20,000 website visitors



**CLASSIC CAR RAFFLE 2022**

Fabulous Fenwick Lions "Ice Serve"

Appraised at: **\$40,000.00**

**1965 Chevelle Malibu SS**  
"Numbers Matching"

Draw Saturday Sept. 10, 2022, at 3 pm

Early-Bird Draw  
**\$1,000.00**  
June 1st at 8 pm

Tickets:  
1 for \$10.00  
3 for \$25.00  
7 for \$50.00

Car Specs:  
- Numbers Matching  
- 283 V-8 Engine  
- 2-Speed Auto Trans  
- Dual Exhaust  
- Power Disc Brakes  
- Alum. Intake Manifold  
- Chrome Alternator  
- White Vinyl Inter  
- Built in Oshawa

Buy your tickets online at  
**fabulousfenwicklions.org**

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Sponsored by:  
**LAMPMAN'S FURNITURE**




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**LAMPMAN'S FURNITURE**

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This marketing campaign was created to promote the club's 2022-2023 children's Christmas card drawing contest, which moved to a virtual event following the COVID-19 pandemic.

## Goals

- Increase Instagram followers by 30%
- Achieve 40 drawing contest submissions

## Results

- 35% Instagram follower increase
- 216 contest submissions



This marketing campaign was created to increase participation in its diabetes and vision screening events.

## Goals

- Increase participation in vision and diabetes screenings
- Raise awareness of club

## Results

- 250 people screened at two events



Lions Clubs International



# CA5

Philippines  
Capiz Leo Club  
District 301 B1



This Leo club marketing campaign was created to boost member recruitment efforts in local schools.

## Goals

- Recruit 20 new members
- Grow reputation in community

## Results

- 40 new members



Lions Clubs International

**CALLING ALL  
CAPIZNON!**

**B1 of Us**

**Become a  
LEO now!**

To apply online go to this link below:

[BIT.LY/CLC-ONLINE-REG](https://bit.ly/clc-online-reg)

or you can message us on our Facebook Page:

[f Capiz Leo Club](#)

or email us at:

[31b1capizleo@gmail.com](mailto:31b1capizleo@gmail.com)

This marketing campaign was created to encourage first-year medical students to join the club, which focuses on spreading awareness and organizing screening programs and health camps for diabetes, vision and childhood cancer.

## Goals

- Build/strengthen relationships with 123 prospective medical student members
- Recruit 20 prospects

## Results

- 20 new prospects, 3 new Leo clubs and 2 club branches sponsored by club
- 67 joined the club as "observers"
- 51 new Leos from new chartered Leo clubs



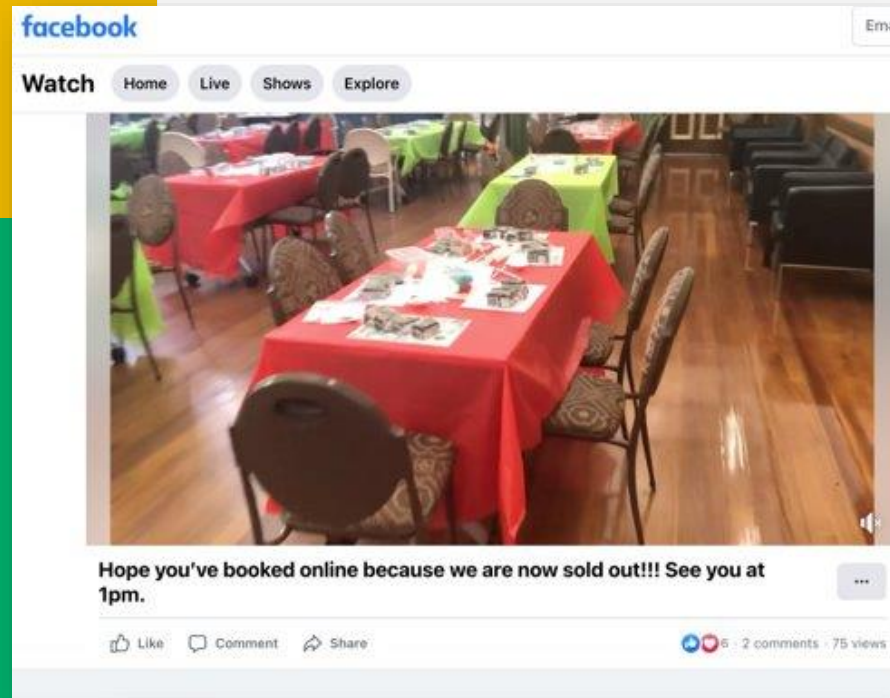
This marketing campaign was created to raise funds for Christmas gifts for teens and children, and to spread awareness and increase participation in the club's Lions Christmas Spirit Event, a cake decoration and donation event.

### Goals

- Reach as many people as possible on social media for event
- Raise funds through ticket sales

### Results

- 1,388 Facebook impressions
- 70 tickets sold (sold out)
- \$500 in funds raised to purchase gifts for 100 children and teens



# CA8

## Tunisia Sfax-Thyna Lions Club District 414



This marketing campaign was created to promote a concert fundraiser to raise money for its service projects.

### Goals

- Promote event and club, raise funds
- Mobilize media, increase recruitment

### Results

- 2,000 concert attendees and \$10,000 raised
- Media coverage on national TV
- 6 new members; 11 more interested
- 130 cataract surgeries carried out as result of funds raised at the event



#Lions Club Sfax Thyna #District414 #Tunisie

AMEL MABROUK BEKIR

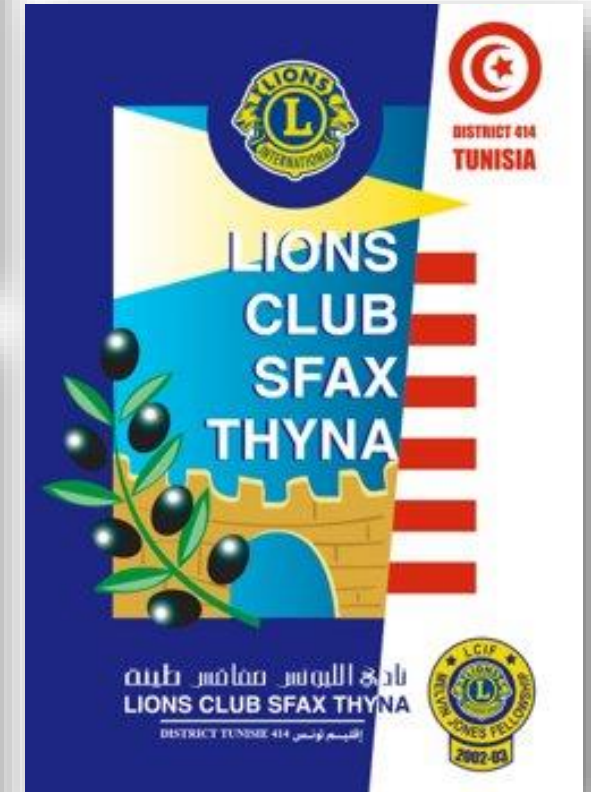
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