

CLUB MARKETING CHAIRPERSON MENTOR CHECKLIST

The following training should be conducted by the Club Officer Mentor within 30 days

Club Name: _____

Name: _____

Email Address: _____ Phone Number: _____

Roles and Responsibilities (for full description, please see the Standard Form Club Constitution and By-Laws):

1. Increases the club's visibility in the community.
2. Promotes club events, service activities and other newsworthy stories.
3. Provide communication tools to club members and encourage them to participate in promoting the club.
4. Establishes relationships with the local media and officials as well as community influencers
5. Increases the impact of the club's projects and membership initiatives.
6. Attend the district governor's advisory committee meeting of the zone in which the club is located when appropriate.

Resources: Introduce the new club marketing chairperson to the resources as noted below. (Material may be covered over multiple sessions):

☐ Review the club marketing chairperson webpage and discuss the following:

- Getting ready for your role
- Earning club recognition via the new Lions International Marketing Award
- Engaging your community with Facebook and other social media
- Leveraging the power of the Lions brand
- Accessing logos, brand guidelines, videos, social media guides and more

☐ Marketing Chairperson Guide.

☐ Review LCI's branding guidelines.

☐ Provide suggestions, additional resources and other materials that they might find helpful.

☐ Encourage the club marketing chairperson to visit your club to see how other clubs are managed.

Club Marketing Chairperson correspondence from LCI: Encourage the club marketing chairperson to have a unique email on file to ensure that they don't miss out on important, helpful communication.