

# Lions Online

## What the Internet Has to Offer

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## Lions Online

People use the Internet for just about everything from paying bills and shopping online to communicating with family and friends. The Internet also serves as the go-to resource for researching information.

This guide is designed to demonstrate what the Internet has to offer Lions clubs worldwide. It includes suggestions for keeping members informed, conducting club business and promoting your club.

## Why Use the Internet?

Using the Internet is a great way to communicate your club's events and activities, and it's free! Communication using email, club websites and e-clubhouses, social networking sites and e-newsletters allows you to do club business online while keeping club members connected and promoting your club to the general public.

## Conducting Club Business

Cyber and Internet-savvy clubs carry out business and handle administration electronically, and then get together to perform service activities and conduct fundraisers. The benefits of conducting Lions business online include:

- Expediting administrative duties and decision making
- Reducing costs for meetings, mailings, dues, etc.
- Increasing meeting attendance
- Meeting when it's convenient
- Enhancing member experience
- Helping the environment by not using as much paper, gasoline driving to meetings, etc.

The following are ways that clubs can conduct club business via the Internet.

### Email

Email is one of the most popular forms of communication. It provides an easy way to communicate with club members between meetings.

Set up an email address for your club so that communication to members always comes from the same email address. A club officer should be assigned to check the email inbox regularly, respond to inquiries and send out member updates. Free email providers are abundant,

### Amend your clubs Constitution and By-laws

A club doesn't need to be labeled a cyber club to conduct some, or all, of their business online. All Lions clubs can conduct club business online, providing they amend their constitution and by-laws such as the following sample resolution:

"BE IT RESOLVED that [Your Club Name] Lions Club may transact business via the Internet, provided that no such action shall be effective until approved in writing by majority of the members of the club. Such action may be initiated by the president or (consider including the current directors) of the said club, but votes thereon to be valid, must be received by the secretary within 10 days of the original email."

By adopting the above resolution, clubs may take quick action on items needing immediate attention. Even if a club intends on maintaining their traditional meeting schedule, allowing for online business transactions if the need arises. As with a traditional meeting, Lions clubs conducting business online must have a quorum to vote.

but some of the most popular are [Gmail](#), [Yahoo](#) and [Hotmail](#). Your email account will have a contact list, so make sure club members and their email addresses are entered into the list and updated regularly.

Ideas for using email to communicate with club members:

- Send a copy of the agenda before a meeting and a copy of the minutes after the meeting.
- Send a reminder with details prior to a service activity (time, place, what to wear, etc.)
- Send a notice when a new member joins, introducing them.

Tips for using email to communicate with club members:

- Check emails regularly and reply to them promptly.
- Use hyperlinks when directing members to a website.
- Use blind carbon copy (BCC) when sending group emails - this both protects your members and prints a shorter email by hiding recipients email addresses.
- Use a meaningful subject line so the member knows what the email is regarding.
- Keep messages simple and provide only the information needed. People get a lot of emails and don't always have time to read lengthy messages.

## **e-Clubhouse**

If someone is looking for information about your Lions club or district, the first thing they will do is research your club online. This is why it is important for each club to have an attractive, informational website.

Lions Clubs International makes having a professional looking website easy by providing clubs with the free [e-Clubhouse](#), [e-LeoClubhouse](#) or [e-District](#). The e-Clubhouse allow you to keep your members and the community updated on the projects the club is working on while promoting your club's activities and recruiting new members.

The e-Clubhouse offers clubs a predesigned template that incorporates the Lions Clubs International brand and has fill-in-the-blank fields. The site comes preformatted with:

- **Club Home Page:** Feature a photo of your club members participating in a project or club activity and provide a brief history of your club.
- **Calendar of Events:** Use the calendar to keep everyone informed of meetings, service activities, fundraisers and other important dates.
- **Club Projects:** Provide information on your projects and let your community know how they can support your projects.
- **Photo Gallery:** Showcase your club's activities by posting photos of recent projects.
- **Contact Page:** Post key contact information for people in your community to call so they can learn more about your club and get involved.

- **Member-Only Page:** Provide a way for your members to communicate important club news, encourage attendance to meetings and recognize member dedication.
- Up to five additional pages for your club's special functions or news.

To set up your club's e-Clubhouse site, complete the [application](#). You may also wish to view [other club's e-Clubhouse sites](#) to get ideas about how to make your page stand out. Once you create your e-Clubhouse, be sure to use [MyLCI](#) to add your e-Clubhouse website URL to your club's [Club Locator](#) page on the LCI website.

Tips for creating a professional website:

- **Keep it Simple:** Do not put too much information on one page as it is difficult to read and will turn off readers.
- **Update Often:** Make sure the site is updated often, especially the calendar. The last thing you want is a prospective member to show up for a meeting at the wrong time or place.
- **Proofread:** Be sure to carefully proofread your website before it is released for public viewing.

## Electronic Newsletters

If your club has been sending out paper newsletters, consider switching to an e-newsletter. Sending newsletters via email will not only save money on printing and postage, they will help your club go green!

E-newsletters can be used for anything from recruiting to public relations by keeping members informed. They can be sent to community supporters, club members and potential new members to connect them with your club and its activities.

Suggested information to include in an e-newsletter:

- Event calendar of upcoming meetings, service activities and fundraisers
- Contact information, including a list of club officers
- Information on how to become a member
- Fundraising and service activity results and pictures
- A link to your club's website
- Links to your club's social networking pages
- Member and supporter recognition

## Fundraising

Since the Internet opens a Lions club to a wider public audience, online activities make it easier than ever for Lions to raise more funds. With so many people using the Internet to conduct their daily business, online fundraising offers a convenient way for the public to participate and support your club. In order to fundraise online, clubs need to work with one of the numerous sites that can set up an online credit card payment system:

- [Pay Pal](#) offers the ability to add a Donate Button to your website, blog, social media page or email, and even create your own website to raise funds online for any cause.
- [Causes](#) allows nonprofits to build a community of supporters, conduct fundraising campaigns, build volunteer capacity and more. The available tools can be used to empower everyone in your cause community to take action, get friends involved and expand your reach through your supporters' social networks.

## Message Boards / Forums

A message board, also known as an Internet forum, is a place for members to talk. Arranged by topics, message boards allow club members to communicate in their own time and at their own pace. Items posted on a message board remain there until they are deleted or archived by the moderator. A variety of websites offer free message boards such as [Board Host](#), [Active Board](#) and [Yahoo Groups](#).

<p><b>Code of Ethics</b> Always abide by the <a href="#">Lions Code of Ethics</a> This applies to all electronic communications.</p>
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[Facebook Groups](#) offers the ability to create a group that can be used in the same manner as a message board. Keep in mind that club members need to have a personal Facebook account in order to participate in a Facebook Group.

## Chat Rooms

Chat rooms are meeting places where members can connect in real time conversation. Sites such as [Yahoo Messenger](#) can be used to conduct club meetings, discussions and brainstorming sessions.

## Dues Collection

Allow club members the convenience of submitting their dues payments via online site such as [Pay Pal](#) or [We Pay](#). Include links to pay dues online within emails, e-newsletter or on your e-Clubhouse members-only page.

## MyLCI

[MyLCI](#) makes club reporting and membership updating easy and convenient.

## Promoting Your Club

The Internet is a vital component to your club's communication strategy. Your primary means of communicating electronically to the public will be your website. Your content should be relevant, well-written, thoughtfully organized and easy to navigate. Put your

club's Web address on everything your club produces: stationery, flyers, posters, news releases, brochures, business cards, etc. The more your Web address is publicized, the greater likelihood people will use it to seek more information.

## Public Relations Tools

Take advantage of Lions Clubs International's [Public Relations Publicity Ideas](#) to help you develop your club's public relations program:

- [Sample News Releases](#): A variety of sample fill-in-the-blank news releases are available to download.
- [Key Messages and Questions](#): When talking to the media and others in your community about your Lions club and LCI, it is helpful to know what messages you want to get across.
- [Fact Sheet](#) and [History Sheet](#): These publications contain up-to-date information about the association and its history and can be downloaded.
- [Logos](#): LCI and LCIF logos and program logos are available in various formats to download.
- [Lions Videos](#) (formerly Lions News Network or LNN): contains all available videos and public service announcements from LCI and LCIF.
- [LQ – Lions Quarterly Video Magazine](#): LQ is produced four times a year and features inspiring stories from Lions clubs. Videos are available for download on the LCI website. This is an excellent presentation for Lions and non-Lions groups and can be used on cable access stations.
- Tools to Submit Stories and Photos: Use [Submit a Photo](#) to provide information to International Headquarters.
- [Newswire](#): This monthly online newsletter covers the latest news, information and programs from International Headquarters. The information is appropriate for inclusion in club, district and multiple district publications.
- [Submission Guidelines for LION Magazine](#): Tips on preparing articles for LION Magazine and offers advice on taking effective photographs.
- LCI [calendar of events](#) provides upcoming programs to promote locally.

## Social Media

Social media sites allow users to share ideas, activities, events and interests within their individual networks. Our members and future members are out there on Facebook, Twitter and other social media sites. Take your club's conversations to these sites by creating a free account for your club. Social media is a great way to promote your club and will help build community outreach, showcase club members, increase giving and improve event participation.

### Facebook

Facebook is a social media website intended to connect friends, family and business associates. Users may create a personal profile, add other users as friends, exchange messages and join common-interest user groups.

1. Create a [personal profile](#) on Facebook or a club/district [Facebook Page](#)

2. Ask friends and club members to “Like” the Page via email, newsletters and blogs. Once you have at least 25 fans, shorten your Web address and get a [vanity URL](#) so it is easy for members to find your Page.

Facebook Terms to Know:

- **Personal Profile:** an individual’s biography.
- **Friends:** People who have connected with your personal profile.
- **Page:** Pages are for organizations and businesses to broadcast great information in an official, public manner to people who choose to connect with them.
- **Group:** Groups provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.
- **Like:** A way to give positive feedback or to connect with things you care about on Facebook. You can like content that your friends post or like a Page that you want to connect with on Facebook.

Sites like Facebook change their platform and templates often, therefore it is impossible for us to always provide the most updated information available. Use the [Facebook Help Center](#) to search for the most updated information.

Facebook tips:

- Post information and pictures about club meetings and service projects.
- Ask open-ended questions of your fans.
- Pay attention to what your fans say.
- Respond to fan comments.
- Invite your contacts to join your Page.
- Follow other community organizations and leaders on Facebook.

## Twitter

Twitter is an online social media and microblogging service that enables its users to send and read text-based posts of up to 140 characters, informally known as "tweets."

How to get started on Twitter:

1. Create a [personal profile](#) on Twitter or a [club/district profile](#)
2. Complete the biography with a profile and photo.
3. Find others by searching by name, topic or importing your contacts.
4. Write you first Tweet.

Twitter terms to know:

- **Tweets:** Messages posted.
- **140 Characters:** Maximum message size.
- **Retweet:** Tweeting someone else’s tweet on your profile .
- **Followers:** Those who subscribe your account.
- **Following:** Other accounts you subscribe to.

Sites like Twitter change their platform and templates often, therefore it is impossible for us to always provide the most updated information available. Use the [Twitter Help Center](#) to search for the most updated information.

Twitter tips:

- Tweet topics such as events, projects and notable members.
- Ask questions.
- Invite your contacts to connect with your account.
- Retweet messages by others to build relationships.

## Blogs

Blogs give clubs another venue to communicate. Blogs are generally written in an informal, conversational style. To be effective, blogs should be updated regularly. Many free blogging sites are available, such as [Wordpress](#) and [Tumblr](#).

Some good ideas for blog topics include:

- An up close look at one of your service projects
- The benefits of being a Lion
- A member profile
- Interesting tidbits about your club
- Testimonials about your club
- Information about volunteering

## Connect with Lions Clubs International

Join one or more of these online communities to network with other Lions. Share information, ideas and videos. And let the world know you're proud to be a Lion!

Comprehensive list of LCI on the web (smart phone friendly): <http://lionsclubs.org/web>



Visit the LCI/Leos/LCIF [blog](#) for frequent posts by Lions Clubs International staff – and our international president.



Subscribe to our channel on [You Tube](#) – the world's premiere video sharing site – to see our videos.



Follow us on [Twitter](#) for news from International Headquarters – and Lions clubs around the world.



Like the following LCI Facebook Pages: [Lions Clubs](#), [Leo Clubs](#), [Lions Quest](#), [Lions Children First](#), [SMiLE](#), [LCI Convention](#).



Join a network of Lions club members – and experienced professionals – on [LinkedIn](#).



See photos from Lions around the world on [Flickr](#) – the world's most popular online photo sharing site.



Instagram

[Instagram](#) is an easy way to share pictures

## Resources

### Blogs

- Wordpress: <http://wordpress.com>
- Tumblr: <http://tumblr.com>

### Chat Rooms

- Yahoo Messenger: <http://messenger.yahoo.com/>

### Dues Collections

- PayPal: <https://www.paypal.com/webapps/mpp/website-payments-pro>
- We Pay: <https://www.wepay.com/>

### Facebook: <http://facebook.com>

- Instructions to create a personal profile:  
<http://www.lionsclubs.org/resources/EN/pdfs/2013-social-media-trifold-getting-started-facebook-twitter-individual-accounts.pdf>
- Instructions to create a club/district Facebook Page:  
<http://www.lionsclubs.org/resources/EN/pdfs/2013-social-media-trifold-getting-started-facebook-twitter-club-district-accounts.pdf>
- Facebook Vanity URL: <http://www.facebook.com/username>
- Facebook Help Center: <https://www.facebook.com/help>

### Fundraising

- Causes: <http://www.causes.com/>
- PayPal: [https://merchant.paypal.com/cgi-bin/marketingweb?cmd=\\_render-content&content\\_ID=merchant/donations](https://merchant.paypal.com/cgi-bin/marketingweb?cmd=_render-content&content_ID=merchant/donations)

### Message Boards / Forums

- Active Board: <http://www.activeboard.com/>
- Board Host: <http://www.boardhost.com/>
- Facebook Groups <https://www.facebook.com/about/groups>
- Yahoo Groups: <http://groups.yahoo.com/>

**MyLCI:** <https://mylci.lionsclubs.org/>

## **Public Relations Tools**

- Lions Public Relations publicity ideas:  
<http://members.lionsclubs.org/EN/resources/communicate-your-activities/public-relations-guide/publicity-ideas.php>
- Sample News Releases  
<http://members.lionsclubs.org/EN/resources/communicate-your-activities/sample-press-releases.php>
- Key Messages and Questions:  
<http://members.lionsclubs.org/EN/resources/communicate-your-activities/key-messages.php>
- Fact Sheet: <http://www.lionsclubs.org/resources/EN/pdfs/pr799.pdf>
- History Sheet: <http://www.lionsclubs.org/resources/EN/pdfs/pr800.pdf>
- Logos: <http://members.lionsclubs.org/EN/resources/logos/index.php>
- Lions Videos (formally Lions News Network or LNN):  
<http://www.lionsclubs.org/EN/news-media/videos/index.php>
- Lions Quarterly Video Magazine (LQ): <http://www.lionsclubs.org/EN/news-media/videos/lq.php>
- Newswire:  
<http://members.lionsclubs.org/EN/resources/newsletters/newswire.php>
- Lions Magazine Online: <http://www.lionsclubs.org/EN/news-media/lion-magazine/submission-guidelines.php>
- LCI Calendar of Events: <http://members.lionsclubs.org/EN/events/calendar.php>

## **Submit Stories and Photos to LCI**

- Submit A Photo: <http://members.lionsclubs.org/EN/resources/communicate-your-activities/submit-a-photo.php>

**Twitter:** <http://twitter.com>

- Twitter Help Center: <http://support.twitter.com>
- Instructions to create a personal profile:  
<http://www.lionsclubs.org/EN/common/pdfs/2013-social-media-trifold-getting-started-facebook-twitter-individual-accounts.pdf>
- Instructions to create a club/district profile:  
<http://www.lionsclubs.org/EN/common/pdfs/2013-social-media-trifold-getting-started-facebook-twitter-club-district-accounts.pdf>

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