



EXTENSION WORKSHOP

Public Relations Promoting the Club to the Community

Available Resources

Lions Clubs International's Public Relations Department has developed several tools that will help you communicate our message of service. You will find these tools at www.lionsclubs.org. Just click on "Resources" and then select "PR Tools" on the red bar.

This section has links to press releases, public service announcements and ads. Each is designed for personalization with local information.

Lions should contact the public affairs or public programming director of the local radio, television and cable stations to request airing a PSA.

Television PSAs

The LCI Web site has several PSAs that may be downloaded for television (requires Window Media Player). PSAs are available to television stations for broadcast use in MPEG-2 format.

Radio PSAs

The Web site also hosts the complete track listing of radio spots. To download, click on the desired track link. Each track contains a duplicate track, which may be localized by participating radio stations. When distributing tracks, remember to provide the station with appropriate contact information. Clubs are encouraged to download any or all sound files and burn their own CD.

Posters

Posters are also available for placement in public areas from the New Clubs and Marketing Department, featuring an area to personalize with local club information.

Club Public Relations Chairperson's Guide

The Club Public Relations Chairperson's Guide (PR710) was created for Lions all over the world.

This easy-to-use, comprehensive guide will help to foster good public relations – informing the community about your club's activities. It will help you promote a positive image and spark community support for the club. It also contains various samples of public relations tools. The Club Public Relations Chairperson's Guide can be downloaded from the PR Web site.

In some areas, public relations practices may be different. You may wish to contact a public relations professional in your area to learn about local public relations strategies.

Press Release Tips

News stories are written so that the first paragraph includes the most important facts. Subsequent paragraphs provide additional information in descending order of importance. The questions "Who? What? Where? When? Why? And How?" should all be answered as early in the story as possible. Editors should receive the release, typed on professional letterhead, one week prior to the event. Make a follow-up phone call a few days prior to the event to invite the editor and a photographer to attend. Download the press release from the PR Web site.



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For Information Contact:

(Name)

(Phone number)

(E-mail address)

For Immediate Release

LIONS CHARTER NEW CLUB IN (CITY)

(City, date) -- A new Lions club comes to **(city)** on **(date)** when **(# of charter members)** men and women celebrate the charter night of the **(name)** Lions Club at **(location)** at **(time)**.

During the ceremonies, **(Lions District Governor name or highest ranking dignitary)** will present the members of the new club with their official charter. Members of the **(name of sponsoring club)** Lions Club, who sponsored the formation of the **(name of new club)** Lions Club, will also be on hand to congratulate members of the new club.

"I am proud to welcome these men and women into Lions. **(City)** will be proud to have such a fine group serving their community," said **(District Governor, local dignitary or sponsoring club president's name)**.

The **(new club name)** Lions Club plans to become involved with (list activities).

The **(name)** Lions Club will meet on **(day of week/month)** at **(time)** at **(location)**. Lions clubs are a group of men and women who identify needs within the community and work together to fulfill those needs. For more information or to get involved with the **(name)** Lions Club, please contact **(name)** at **(phone number/add Web site address if appropriate)**.

Lions Clubs International is the world's largest service club organization with nearly 1.3 million members in approximately 45,000 clubs in 200 countries and geographical areas around the world. Since 1917, Lions clubs have aided the blind and visually impaired and made a strong commitment to community service and serving youth throughout the world. For more information about Lions Clubs International, visit the Web site at www.lionsclubs.org.

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