



EXTENSION WORKSHOP

10 Ways to Promote Your New Lions Club

1. Post informational flyers around town advertising your first meeting. (library, grocery store, restaurants, etc.)
2. Contact the local chamber of commerce. Ask for a list of businesses with contact information. See if you can attend the next chamber event and make a short presentation.
3. If the city or town has a local government access channel, advertise your first meeting on there.
4. Attend community events. Most people who participate in community events do so because they like being involved and like to help others.
5. Ask those who complete an application to bring a friend to the first meeting.
6. Customize sample news releases for Lions activities and submit to media and local newspapers. Fill-in-the-blank templates are available on the LCI website by searching "PR Tools."
7. Talk to larger companies to see if you can hold a lunch informational session, set up a table in their lunchroom or include some information in their paychecks about the Lions Club.
8. If the city or town has an e-mail database, ask if you can send out information about the Lions club and the good it does for the community. Include an invitation to come to the first meeting.
9. Set up a promotional table at a local mall, grocery store or high traffic area. (Remember to limit the number of Lions at the table so it isn't overwhelming).
10. Ask to do a short presentation during a local village/town/city hall meeting. Often these meetings are broadcast live and rebroadcast to the local community. This is also a good way to invite local trustees or aldermen.