
MARKETING AND COMMUNICATIONS

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ROLE

- **As the marketing communications chairperson, we play a dynamic lead role in the district and helping club chairpersons**
- **Promote the district and clubs by advertising events**
- **Inspire and motivate new and current members to increase your club's visibility in the community**
- **Increase the impact of your projects and membership initiatives**
- **Provide advice and training to club chairpersons on different avenues to publicize**
- **Help chairperson highlight the great things the club is doing**



HOW TO BE SUCCESSFUL

- **Shine a light on your service**
 - **Promote before, during and after**
- **Tell your stories**
 - **Take photos**
- **Promote your membership events**
 - **Every service project and club event is an opportunity to find new members**



SOCIAL MEDIA



- **Use Social Media**
 - **Facebook**
 - **Twitter**
 - **Newsletters**
 - **Newspaper**
 - **Radio**
 - **Instagram**
 - **Etc.**
- **District Marketing Can Help:**
 - **Train**
 - **Advertise**
 - **Attend**

SHINE THE LIGHT

- **Promote, Promote, Promote**
 - **Use every resource you can to promote**
 - **Tell everyone you know about what is going on**
 - **You can never tell too many people**
 - **Many media outlets use social media to find story leads, so stay active on social media to help get the media's attention**



POWER OF THE LIONS BRAND

- **Lions brand is one of the most recognized in the world. It helps define who we are. Here are some ways that you can leverage the Lions brand**
 - **Use marketing materials to get the community's attention**
 - **Wear Lions gear to show your pride**
 - **Be a brand ambassador—everywhere**
 - **Lionsclubs.org is your place for marketing resources**



**Marketing and
Communicating
is "Key" to
being a success**





Any

Questions