

Talkin' Up Your Lions Club

Lions International Website has Public Relations tools to help you
Have you thought about sending out a news release on your club's charter night, major project or who your new officers are but just didn't know how to do it?



Just go to the District 13-B Website – www.lions13b.org – and click on **Links**. This takes you **Public Relations Tools and Resources** and **Sample News Releases** on the Lions Clubs International Website – www.lionsclubs.org. The sites can be extremely helpful to clubs seeking to get information out to the media. Sample News Releases are in **Word Documents (doc)** and can be changed and rewritten to suit your club's needs.

Sample News Releases: Club Milestone Anniversary, Charter of a New Lions Club, Newly Elected Lions Club Officers, Lions Support Eye Banks, Lions Aid Hurricane Katrina Victims (can be changed for any disaster), Lions Worldwide Induction Day, Fundraiser, Lions International Peace Poster Contest, Peace Poster Exhibit, Lions Recycle for Sight, Symposium to Address Community Needs, Club Project, LCIF Grant. Individual releases: Melvin Jones Fellow, Convention Attendee, Lions Day with the Attendee, Lions Individual Award. Other samples include: Leo Club Milestone Anniversary, Organization of New Leo Club, Newly Elected Leo Club, Officers, Club Project.

PR Tools & Resources offer the following:

- Club Public Relations Chairperson's Guide
- Calendar of events
- Sample news releases
- Club fact sheet allows you to create a classy club information flier in minutes that can be distributed at club and community events to members and prospective members.
- Audiovisual presentations for showing to upcoming meetings and events
- Public service announcements (PSAs) available for television and radio
- Creating a club Web site
- Public Relations Support for Clubs and Districts

Other Communication Tools:

- Lions Clubs International's fact sheet, history and news releases
- Lions Clubs International's key messages and questions
- THE LION Magazine and a brochure on How To Get In THE LION
- e-Newsletter, monthly online newsletter from International Headquarters
- the President's Monthly Message
- Lions In Action highlights Lions club projects around the world

Clubs with Public Relations committees and plans in operation have the advantage over those which don't. The Ohio Lions' Public Relations and Marketing Committee (PRaM) and its District Chairpersons will be glad to help any club. Please contact **Dan Smith**, District 13-B Public Relations and Marketing Chairperson, 1351 Hillsdale Ave., Lorain OH 44052. Phone (440) 245-2231. E-mail liondansmith@yahoo.com or go to www.lions13b.org Web site.