



Lions Clubs International



MD105 British Isles

Marketing PR and Communication Report

Brigitte Green - Manager of National Headquarters

Marketing and PR Update - Membership Campaign Focus Progress since last Report:

Recommended Next Steps / Strategic Next Move

1. Consolidate All New Materials Into a "Membership Toolkit"

Create a single, easy-to-access digital bundle containing the updated **JUST ASK** publication, flyers, posters, membership cards and application forms.

Purpose:

Makes it simple for Clubs and DGs to use the resources consistently and quickly.

2. Communicate the Resources to Clubs

Instead of simply making materials available, schedule a formal launch:

- Announce the toolkit via email, Lion Magazine, and social media.
- Provide short guidance videos/webinars for clubs on promotions and use of material - exchange ideas with clubs successfully recruiting and retaining members.
- Encourage DGs to present the materials at zone/region meetings.

3. Create a Membership Help Desk -in conjunction with GMT Offer Direct Support to Clubs

Provide optional 30-minute consultations for clubs that want help with:

- Setting up a recruitment event
- Improving their Facebook presence
- Using the posters/flyers effectively - we need to organise a hands-on partner type feel, not just a producer of materials.

We need to further support MD Officers so alongside GST we need to be offering:

- A simple monthly check-in survey
- A shared progress report
- A mechanism for them to send results, photos, or feedback. This will help evaluate what's working and where support is needed. We could choose a small number of clubs to trial the full suite of marketing and PR resources for three months.

Measure:

Contacts generated - Conversions = **Event Success**





Marketing and PR Update - Membership Campaign Focus Progress since last Report: (continued)

An Update from IT Officer Lion Dave Allen

- **The Bookcase** within the members area has been updated, with several new sections added. Please ensure your members are kept informed of the latest information available.
- Work has commenced on plans for the **MD Convention 2026 Newcastle**, covering AV, lighting and stage requirements. These plans will be shared once final details have been confirmed.
- A link to the new **Members' Magazine** was emailed out to every member, and we are pleased to report very positive feedback has been received.
- The **PR and Marketing Bookcase** has also been updated, now including valuable resources to support clubs in promoting membership.
- **Council Meeting Minutes** are available to read in the Bookcase for any members who wish to review them.
- We ask that District continue to include myself and Brigitte with their **District Newsletters** so they can be added to the Newsletter bookcase.

