



# Marketing Best Practices Guide

When you market your club, you'll inspire and motivate new and current members, increase your club's visibility in the community and increase the impact of your projects and membership initiatives.

Get ready to meet new people and use your creativity to keep your community informed and engaged in all the great things your club is doing.

## Three Steps to Success

No one knows your club better than you. Here are three ways you can promote the key activities of your club.

1

### Shine a light on your service

Lions are built to serve. Be sure to let the community know about your service projects, fundraisers and community events. This will help people understand who you are, what you do, and why they should join you in service.

#### QUICK TIP

- ▶ When planning an event, think about how you'll promote it before, during and after the event.

2

### Tell your stories

Lions have the greatest stories on earth. Storytelling is a powerful way to help people understand your club and all the good you are doing for those in need. Authentic human experiences help people connect on an emotional level and inspire change.

#### QUICK TIP

- ▶ Great photos get attention, so take lots of photos of Lions serving and Lions smiling. Get close to the people you're photographing for the best images.

3

### Promote your membership events

Your club can do more good with more members. Promoting membership events to the community is a great way to make sure that caring men and women show up at your events.

#### QUICK TIP

- ▶ Don't forget that every service project and club event is an opportunity to find new members.



## Engage your community with Facebook

There are a lot of great social media platforms that can help you promote your club, but Facebook is the biggest. If your club doesn't have a Facebook page, now is the perfect time to create one! It's a great way to promote projects and events, and share photos and connect with members, potential members and partners.

## Create Facebook "Events" for your projects

Facebook allows you to create special "Event" pages that can help you raise awareness of a project, invite friends and family, and provide updates to those who RSVP.

**QUICK TIP** ▶ Include keywords in your Event title and description so that Facebook users can find it easily when searching for events in your area.

## Post photos and stories

Don't just tell people what you're doing—show them. Post photos of your events, your service projects and your members so people can see your service in action.

**QUICK TIP** ▶ Quotes and testimonials from the beneficiaries of a service project are a powerful way to show how you're making a real difference in the lives of the people you serve.

## Build your community

Use Facebook as a networking tool to connect with your community. Extend your reach by engaging with partner organizations and local businesses. Invite members to like your page, and encourage them to share posts to their personal profiles. Use messages and comments to communicate directly with potential members. Build your club's brand as a difference-maker in the community.

**QUICK TIP** ▶ Make social media a team effort! Assign multiple admins and editors to your Facebook page so others can access and collaborate.



## Shine a Spotlight on Your Club with Public Relations

Public relations (PR) includes a lot of things, both big and small. Working with traditional media outlets is a big part of PR, but it also includes publicizing the work your club is doing, and the conversations you have with people in the community.

Here are some simple PR strategies that can help you increase your visibility in the community, and show people that your club is not just vital, but also worth joining.

## Leverage your local media

Newspapers, TV, radio and bloggers are always looking for good news. Identify the key media in your community, and try to find the bloggers and reporters who cover local projects like yours. Let them know when you're going to host a project or event in case they want to cover it, and send them photos, outcomes and stories after the event so they can turn it into a story.

## Meet with local officials

Community influencers can help you spread the word about your club, so take time to get to know your local government officials, such as your mayor, trustees and chamber of commerce members. Let them know what your club is doing in the community, and enlist their help in promoting your club. Keep them updated on club activities, and try to attend some of their meetings.

## Connect with local businesses

There's nothing quite like talking to people to help get the word out. So talk to local business owners and managers, and tell them how your club is benefiting the community. They may be willing to sponsor a club event, or allow you to leave flyers in their businesses.

### QUICK TIP

- ▶ Many media outlets use social media to find story leads, so stay active on social media to help get the media's attention.



## Leverage the Power of the Lions Brand

The 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 to enhance your own.

## Use marketing materials to get the community's attention

Flyers, ads and handouts help get people to your projects and membership events. Be sure to include your contact information and the Lions logo on your materials. Post flyers and posters in public places and local businesses, and be sure to have materials on hand to give to potential Lions who attend your events to help recruit new members.

## Wear Lions gear to show your pride

Encourage members to wear their Lions gear while serving in the community. This is one of the most powerful ways to promote the Lions brand.

## Be a brand ambassador—everywhere

As the marketing communications chairperson, you are the club's brand ambassador. But it's important to remind your members that each one is also a brand ambassador who represents your club. So be sure that members share the impact, pride and joy of being a Lion with others.

## Lionsclubs.org is your place for marketing resources

Get logos, brand guidelines, videos, social media guides and everything else you'll need to succeed at [lionsclubs.org/marketing!](https://lionsclubs.org/marketing)



## QUICK TIP

▶ **Promote all major club events.** This includes before, during (on social media) and after.

**A little planning goes a long way.** Think about what you want to accomplish, who you want to reach, and the best way to do both. Set some realistic goals to stay on track.

**Collaborate with key club members.** Work closely with your membership chairperson and service chairperson to help promote projects, events and success stories.

**Keep your club posted on your progress.** Report your efforts at club meetings, and explain how your club benefits from good public relations and marketing.

**Most of all, have fun!**

