

## **PROJECTS WITHOUT SIGNAGE ARE INCOMPLETE**

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I've seen firsthand some wonderful Lions projects in my travels as international president. But let me tell you about something I have not seen—or at least not enough of. Lions often fail to identify their projects with the Lions logo or signage with a Lions identity. Or they do not wear their vests, which is another way to tell the public who is responsible for the valuable event they are witnessing.

Modesty is an admirable trait. But this is really not about modesty. It's about telling the public how important Lions are to their community. It's about gaining visibility and making it easier to recruit new members and network with other people and groups in our communities. We perform service because we believe in the value of giving back. But visibility is one of the benefits of community service. Let's take advantage of that and relish the chance to increase the recognition level of Lions and what we do.

Honestly, I think sometimes we don't take enough pride on who we are and what we do. We're not "just another community group." We're the world's largest service club. We're the Knights of the Blind. But we also crucially important to youths, those with disabilities and people affected by disasters. Can you imagine the world without Lions? Or even just your own community? Our miracles of service enable countless people to live more productive and happier lives. Lions are the everyday heroes in our communities who selflessly fill in the gaps not filled by government or charities.

In this day and age, cluttered with information and advertisements, it's more important than ever for Lions to take it upon themselves to publicize our efforts. Innumerable other groups are vying for attention. Our projects should give us a leg up. They touch people's lives in a deep and lasting way. Let's not fail to capitalize on our ties to the community and subtly remind people that Lions are one of the best features of their neighborhood.

It doesn't take a lot of time to erect a sign or a plaque. But the sign or plaque could have a lifetime effect on the person who becomes curious about Lions and then decides to join. That person in turn can affect many, many people as a Lion. So please, as a sign of your dedication to Lions, sign up for duty as a promoter of all things Lions.

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