

Lions Clubs International MD105 – PR/Marketing Strategy 5th February 2008

Summary. Over the past weeks the PR /Marketing committee have been busy, a series of meeting have been held at various locations and there were further developments following last Sundays meeting. DG's will have some fresh information since the Contact DG (Elaine) gave a report to Council ten days ago.

A long meeting of the MD Marketing/PR Committee last Sunday reviewed a wide range of projects and developments, some of which are already in progress.

1. Website - discussions continue between Marketing and IT on the design and content of the new MD website. The contract provider has been decided and is scheduled to be on-line at the MD Convention. The page design is a primary objective at the moment. Another item of major importance is ease of navigation.

2. Final LCI re-Branding plan - awaiting approval at the next International Board meeting at the end of March and there will be a presentation at MD Conference and we are arranging a display stand to cover Marketing projects and the re-Branding. (This does have some effect on Item 1 above)

3. Lions Bookmarks - all Districts will be issued with 5000 bookmarks containing MD information on one side and customised District information on the reverse. Bill Blake is writing to DG's later this week with a request to provide the District text. The cost of the initial issue is covered by the LCI Grant but there is an option for Districts to pay for additional copies.

4. Diaries - 18 month Lions diaries have been costed (pocket and A5) and DG's asked to comment on estimates of likely sales.

5. Roller blind displays - We are purchasing one display for each District printed in the re-Branding designs - available during May after release of the re-branding image.

6. Major public events - At present some events such as the City of London Lord Mayors Show, Spalding Flower Festival, receive some financial support from the MD Marketing budget or LCI Grants. All DG's are being asked to provide information on a major event in their District that would benefit from financial support to promote Lions.

7. Major Sporting Event - DPRO's will be asked to suggest ideas to initiate a major National event that would carry the Lions name and become an annual event synonymous with Lions.

8. Minibus - very early provisional investigations are in hand to possibly launch a project to provide minibuses to Clubs.

9. The Marketing Committee will be promoting a MD wide **Lions Clubs Awareness Week from 11th to 19th October** (this also includes Lions World Sight Day). All Clubs will be asked to arrange a special event during this period to promote public awareness of the local community activity as well as worldwide projects. We will provide promotional material and aim to secure national media publicity. Details to DPRO's shortly.

10. Lions Newspaper - We are intending to produce a "pilot" edition of a 16 page Lions Newspaper in 100,000 copies in time for free distribution by Clubs during Lions Clubs Awareness Week. Details later.

11. Banners - all Districts have now received a very large banner for their use to advertise Lions - financed through the LCI Grant.

12. MDHQ now have 25000 fanfold leaflets with blank interior pages for individual Clubs to order and to provide their own text which will be printed at MDHQ. Cost £3.50 per 100 if collected, £5 per 100 if mailed.

13. Supplies of the A4 "Ordinary People" booklets are available in bulk at the printers. District Governors are being consulted about distribution.

14. NGO adverts in the Daily Mail successfully completed.

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