

PUBLIC RELATIONS RESOURCES

Program Summary:

Public relations activities involve all forms of communication—from writing news releases and distributing promotional flyers to talking to friends, family and coworkers. Equally important actions are often taken for granted, such as wearing a Lions lapel pin or marching in a parade. Websites and social networking sites are excellent ways to let people know about your club.

Good public relations—informing the community that your club is building a park, conducting a vision screening or collecting eyeglasses—will help foster community support.

Public relations can even support your club's membership efforts. People want to belong to a successful and reliable organization. By actively promoting your club and its worthwhile activities, you'll be projecting a positive image in the community and showing that your club is worth joining.

Frequently Asked Questions:

Who is responsible for public relations?

Though PR is every member's responsibility, it is the primary role of the club or district PR chairperson. The chairperson is responsible for communicating club information to the community and media as well as tracking media results.

How do I submit a story idea or photo to LION Magazine or LCI Web publications for consideration?

Lions can share outstanding programs and activities with LCI, which might be of interest to Lions, as well as regional and national media. Lions can email story ideas and photos to lionmagazine@lionsclubs.org or use the [Submit A Photo](#) feature on the Lions Clubs International websites to do so. Submissions will be reviewed for use in LION Magazine, LQ-Lions Quarterly video magazine and LCI's Web and social media platforms.

What resources are available in preparing for an interview or presentation?

When talking to the media and others in your community about your Lions club and Lions Clubs International, it is helpful to know what messages you want to get across. Key Messages and Questions is a resource designed to help in your preparations prior to interviews and activities where the media might be present. They are also useful in presentations to groups, schools and other organizations. The guide also contains suggested answers to commonly asked questions, so practice answering these questions with your Lions members and always remember to accentuate the positive.

Can the Public Affairs Team help in crises or sensitive situations?

In the event of a crisis at a Lions-sponsored event or a situation involving a Lion, that may result in negative publicity for Lions, it is best to consult with the Public Affairs Team for counsel. One spokesperson is recommended to manage the flow of communications. Never speak "off the record" or speculate on events.

Materials Available:

- [Public Relations Guide](#) (PR-710)
- [Centennial Grant Program](#)
- [Key Messages and Questions](#)
- [Sample News Releases](#)
- [Lions Logos](#)
- [Lions News Network](#) (LNN)
- [Social Media 101 Best Practices Guide](#)
- [International Contest](#) (PR-763)
- [How to "Get In" LION Magazine](#) (PR-708)

LCI Contact:

Public Affairs Team

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LIONS CLUBS INTERNATIONAL WEBSITE AND SOCIAL MEDIA

The [Lions Clubs International website](#) offers information on Lions programs and campaigns, as well as resources for clubs, members and Lion leaders.

Features include:

- Downloadable forms, manuals, publications, videos, logos, presentations and more
- Up-to-date news and events from LCI headquarters
- Detailed information on projects, contests, awards, the International President's theme and more
- Guidelines for starting clubs, inviting new members, improving clubs and strengthening membership
- A special section for Leos and Leo club sponsors
- Public Relations tools to help clubs and leaders communicate their activities

For a complete list of where you can find Lions online, including social media links such as Facebook and Twitter, visit lionsclubs.org/web.

Frequently Asked Questions:

How can I quickly locate the information I want on the website?

One of the best features on our site is the search box that allows you to locate content quickly. To search for a topic, just type a word or phrase in the search box in the upper right corner of the website.

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E-DISTRICTHOUSE, E-CLUBHOUSE AND E-LEOCLUBHOUSE

Program Summary:

This unique service was designed to give Lions the ability to develop a professional looking website free of charge. The e-Districthouse e-Clubhouse and e-Leoclubhouse are very easy to use and feature five sections; a home page, calendar, projects, photo gallery and a contact page.

Five additional pages can also be added to promote events and other newsworthy items. The site also has many helpful links to the Lions Online Learning Center, the LCI site and several social networking tools.

The members-only section features message boards and areas for posting information exclusively for members of the club.

Frequently Asked Questions:

How to I start an e-Clubhouse, e-Districthouse or e-Leoclubhouse?

Complete the [e-Clubhouse application](#), [e-Districthouse application](#) or [e-Leoclubhouse application](#). Once approved you will receive an email with your login and instructions for updating your website.

When will clubs receive their banner patch?

Banner patches are mailed to active e-Clubhouses approximately 60 days after creation.

Materials Available:

- [e-Clubhouse User Guide](#)
- [e-Districthouse User Guide](#)
- [e-Leoclubhouse User Guide](#)

Awards Available:

Clubs that create an e-Clubhouse will receive an e-Clubhouse Banner Patch.

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Online Communications

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LIONS VIDEOS

Program Summary:

The [Lions Videos](#) section contains all available videos and public service announcements (PSAs) from Lions Clubs International and Lions Clubs International Foundation (LCIF). You can watch, order and download videos from the Lions Videos section of the LCI website.

This section also contains LQ-Lions Quarterly video magazine. LQ, produced four times a year (January, April, July and October), features the global Impact and the inspiring stories from Lions clubs around the world dedicated to making a difference in their communities. Running approximately 14 minutes, this is an excellent presentation for Lions and non-Lions and can be shown on cable access stations.

Frequently Asked Questions:

Are LCI & LCIF videos available in all languages?

Several video programs are available in all 11 of LCI's official languages. Available languages are listed in the description. LQ is available in English-only.

Where can I find LCI and LCIF videos to share with members, family and friends?

In addition to posting videos on the LCI website, many are posted on LCI's social networking pages, including [Lions YouTube Channel](#).

How can I download LQ?

A podcast of LQ is available on iTunes. You can download the LQ podcast from iTunes and subscribe to receive all editions. You can also download LQ directly from the LCI website by clicking the "Download" button in the viewing window on [Lions Videos](#) section.

How can I order a DVD?

Available videos have an "order now" button in the viewing window on [Lions Videos](#) section. This link directs your request to the appropriate department. Some video programs are sold and others are free-of-charge.

Materials Available:

- [LQ-Lions Quarterly Video Magazine](#)
- [Videos](#)
- [Public Service Announcements \(PSAs\)](#)

Important Dates:

- January 1: LQ posted on LCI web site and available to download from iTunes
- April 1 LQ posted on LCI web site and available to download from iTunes
- July 1: LQ posted on LCI web site and available to download from iTunes
- October 1: LQ posted on LCI web site and available to download from iTunes

LCI Contact:

Audio Visuals & Events Department

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PUBLIC RELATIONS CENTENNIAL GRANT PROGRAM

Program Summary:

Lions Clubs International is providing grants to multiple districts and single districts to enhance local centennial plans and celebrations. Grant funding is based upon the guidelines of not to exceed US\$1,500 per district within a multiple district. Regardless of the number of districts, no multiple district will be eligible for more than US\$15,000. Single districts (not part of a multiple district) will be eligible for up to US\$2,500.

Centennial grants to promote multiple/single district wide programs will be considered on a first come, first served basis. The grants are designed to assist multiple or single districts in raising public awareness of Lions and Lions programs during our Centennial period, beginning July 1st 2015, and ending June 30th, 2018.

Grant applications must be submitted to the public relations division at Lions Clubs International. The public relations committee of the Lions Clubs International Board of Directors will review grant applications at each of the regularly scheduled Board of Directors meetings (held three times per year) and make a recommendation to the Board for approval.

Frequently Asked Questions:

What is the Centennial grant for multiple/single district program?

Grant funding is based upon the guidelines of not to exceed US\$1,500 per district within a multiple district. Regardless of the number of districts, no multiple district will be eligible for more than US\$15,000. Single districts (not part of a multiple district) will be eligible for up to US\$2,500.

What are the funding criteria for multiple/single district programs?

The program must impact the entire multiple or single district. Extra consideration will be given to programs that will be conducted by a higher percentage of clubs within the multiple or single district. Grants can only be for centennial purposes.

What other conditions must the grants fulfill?

- Multiple districts and single districts can receive only one centennial grant.
- US and Territories MUST COMPLETE A W-9 FORM
- Grants of up to US\$15,000 will be considered (US\$2,500 for single districts), with 20% matching funds required.
- In the case of a multiple district, the council chairperson must sign the application after securing the concurrence of all district governors. The program chairperson must also sign the application. In the case of a single district, the district governor must sign, as well as the Multiple District Centennial Coordinator.
- Within 30 days of the completion of the project, the centennial chairperson must submit a detailed post project report to Lions Clubs International public relations division manager. The report must be signed by the council chairperson and the centennial chairperson, or in the case of a single district, the district governor and the centennial chairperson. Included in the Project Report shall be:
 - Results of the program, including the impact on the image of Lions in the multiple district or single district
 - Detailed accounting of how money was spent including paid receipts for expenditures photocopies of all activities, printed materials and all necessary documents to support the program.
 - Detailed evaluation of the program

What kind of Post Project Report is required?

Within 30 days of the completion of the project, the PR and Program Committee must submit a detailed post report to Lions Clubs International Public Affairs Team Leader. The report must be signed by the council chairperson and the PR and Program Committee chairperson, or in the case of a single district, the district governor and the committee chairperson. Included in the Project Report shall be results of the program, including the impact on the image of Lions in the multiple district or single district; number of people served and number of clubs participating; detailed accounting of how money was spent, including receipts for expenditures and a detailed evaluations of the program.

When must funds be used?

All funds must be expended by June 30th of the fiscal year in which the grant is given and any unspent funds must be returned to Lions Clubs International by July 15th of the following fiscal year.

What are examples of grant usage?

Any centennial related activity to include:

- Service Activities
- Centennial celebrations
- Legacy Projects

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Public Affairs Team

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LIONS INTERNATIONAL PEACE POSTER CONTEST

Program Summary:

The Lions International Peace Poster Contest provides Lions with an opportunity to work with local youth, ages 11-13, by encouraging them to creatively express what peace means to them. This turn-key program stresses the importance of peace, international understanding and the arts, and allows clubs to make lasting connections with local schools and youth groups. The contest is also a prime outlet to promote Lions clubs through exposure to young people, schools, youth groups, families, communities and the media.

Frequently Asked Questions:

How do I get started?

Order your Lions International Peace Poster Kit (PPK-1) from the Club Supplies Sales Department at International Headquarters. The kit provides all the information needed to run a successful contest locally. The kit includes a guide and rules for the club and the school or youth group, a participant flyer for students to take home, a sticker for the back of the one winning poster that will be sent on for further judging and certificates for the contest winner and the sponsored school or youth group.

Do I give the Peace Poster kit to the school or youth group?

No. Only the School or Youth Group Contest Guide and Rules (PPC-2) and the Participant Flyer (PPC-3) go to the school. Please open your kit and review all the contents.

How do I use this program for positive public relations?

In addition to sending out a press release and photos (a sample news release is included in the kit and on the LCI web site), many clubs invite local media to participate in the judging process and award ceremonies. Also, Lions often display their sponsored Peace Posters at libraries, community centers and other public spaces.

Where can I find additional information on the contest?

The [Peace Poster section](#) on the LCI website includes information on how to order a kit, images of winning posters and participants, Peace Poster e-cards to send to your family and friends, an honorable mention certificate, a Peace Poster brochure and more.

How can I view or order the [Peace Poster Video](#)?

This video is available to watch on the [Lions Videos section](#) of the LCI website. It is an excellent program for promoting the contest to Lions, schools and youth groups. It is appropriate for all languages.

Materials Available:

- [Lions International Peace Poster Kit](#) (PPK-1)
- [Peace Poster Contest Brochure](#) (PR-775)
- [Peace Poster Video](#)

Awards Available:

- International Grand Prize – One grand prize winner will receive a trip with two family members and the sponsoring Lions club president to an award ceremony, US\$5,000 (or local equivalent) and an award.
- Merit Award – A total of 23 merit award winners will receive US\$500 (or local equivalent) and a certificate of achievement.

Important Dates:

- January 15: Kits go on sale from the Club Supplies Sales Department at International Headquarters.

- October 1: Deadline to purchase kits from the Club Supplies Sales Department at International Headquarters.
- November 15: Postmark deadline for a club to send one winning poster (per contest sponsored) to the district governor.
- December 1: Postmark deadline for a district governor to send one winning district poster to multiple district council chairperson. Note: December 1 is also the postmark deadline for a district governor not belonging to a multiple district to send one winning poster to the Audio Visuals & Events Department at International Headquarters or a club not belonging to a district to send one winning entry to the Audio Visuals & Events Department at International Headquarters.
- December 15: Postmark deadline for the multiple district council chairperson to send one winning poster to the Audio Visuals & Events Department at International Headquarters.
- February 1: International winners notified on or before this date.

LCI Contact:

Audio Visuals & Events Department

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LIONS CLUBS INTERNATIONAL CONTEST

Program Summary:

The Lions Clubs International Contest provides Lions with the opportunity to showcase their hard work and creativity while sharing their accomplishments with others from around the world. The contest is composed of two different categories, including Newsletter (Bulletin) and website.

Frequently Asked Questions:

How do I enter?

The official rules and entry form can be found on the [LCI website](#). Entries for the Newsletter (Bulletin) and website categories need to be submitted to the Public Relations and Communications Division at International Headquarters to arrive by May 1.

When and where will the winners be announced?

Winners will be announced during the international convention, on the LCI website and in LION Magazine.

How do I use this program for positive public relations?

Contest winners should send press releases announcing their accomplishment to local media outlets. Sample press releases can be found on the LCI website.

Also remember to encourage people to visit your website, and share your newsletter (bulletin) with others, including local libraries, community centers and other locations.

Materials Available:

- [International Contest Rules](#) (PR-763)

Awards Available:

- First place winners in each category receive a certificate.
- Honorable mentions receive a certificate.

Important Dates:

- May 1: Entries for the Newsletter (Bulletin) and website categories need to be submitted to the Public Relations and Communications Division at International Headquarters

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Public Affairs Team

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INTERNATIONAL ESSAY CONTEST

Program Summary:

The Lions International Essay Contest was created to offer an opportunity to visually impaired young people, ages 11-13, to express their feelings of peace. Work with your fellow Lions, local schools and area families to identify young people who are interested in participating and who could benefit from this program.

Frequently Asked Questions:

Who is eligible?

Students who are visually impaired and who are ages 11, 12 or 13 on November 15, are eligible to participate.

What is required to submit an essay?

Each essay must be submitted with a completed entry form.

What is the format required for the essay?

Essays must be no longer than 500 words in length, submitted in English, type-written in black ink and double-spaced.

Where can I find entry form and additional information on the essay contest?

The [entry form and additional information](#) is available on the LCI website.

How do I use this program for positive public relations?

Notify your local media of your winner and provide a copy of their winning essay, along with a photo of the winner. A sample release can be found under "Sample Releases" on the LCI website.

Materials Available:

- [Lions International Essay Contest Rules and Entry Form](#) (PR 41)
- Peace Essay Video

Awards Available:

- International Grand Prize – One grand prize winner will receive US\$5,000 (or local equivalent) and an award.

Important Dates:

- November 15: Postmark deadline for a club to send one winning essay to the district governor
- December 1: Postmark deadline for a district to send one winning essay to multiple district council chairperson. Note: December 1 is also the postmark deadline for a district not belonging to a multiple district to send one winning essay to the Public Relations Division at International Headquarters or a club not belonging to a district to send one winning essay to the Public Relations Division at International Headquarters
- December 15: Postmark deadline for the multiple district council chairperson to send one winning essay to the Public Relations Division at International Headquarters
- February 1: Grand prize winner will be notified by this date

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