



CLUB PUBLIC RELATIONS CHAIRMAN'S GUIDE



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This guide was created for Lions all over the world. In some countries public relations practices may be different. Contact a public relations professional in your area to learn about local public relations strategies.





WHAT IS PUBLIC RELATIONS?

Public relations involves all forms of communication – written, verbal and non-verbal. It includes writing news releases and distributing promotional flyers. Equally important are actions often taken for granted, such as wearing a Lions lapel pin and marching in a parade.

Good public relations—informing the community that your club built the park, conducted the vision screening or collected the 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.

So tell people about all the good your club is doing in the community.

WHAT IS THE PUBLIC RELATIONS CHAIRMAN'S JOB?

Your job, as public relations chairman, is to:

- Communicate information about your club to the community.
- Keep your club aware of PR efforts and results.
- Provide information to International Headquarters about outstanding programs and activities of your club, which might be of interest to regional and national media.

Begin by:

- **Setting Goals**—Review your club's previous efforts. Evaluate what worked, what didn't and why.
- **Determining the PR Budget for the Year**—Effective public relations programs can be done on a limited budget. Be sure to budget for both ongoing public relations efforts and special events.
- **Planning Ahead**—Planning and timely execution are vital for your public relations efforts.
- **Creating a Timeline**—Determine how and when you will promote your club during the year and when you will start publicity for your club's special events. But be flexible—newsworthy activities that you can also promote may come up during the year.
- **Using Resources**—Check the Lions Clubs International Web site at www.lionsclubs.org for material that will help you execute your PR program.

- **Discussing Your Plan**—Meet with your club president and the chairmen of your club's various events and projects.
- **Being Persistent**—Keeping your club visible in the community isn't something that will happen overnight; it takes time.

Monitor your progress. See what works, what doesn't, and what you may need to improve. Keep track of:

- **Newspaper/magazine Articles**—Record to whom and when you sent news releases and who used them. Cut and save articles about your club. Include the publication's name and issue date on the clipping.
- **Television and Radio**—Tape broadcasts of interviews and other coverage. For Public Service Announcements, ask stations if they can provide usage information.
- **Other**—Keep track of the number of flyers posted and handed out, how many days your message was on a community bulletin board, how long a billboard was up, etc.

Keep your club informed. Explain how your club benefits from good public relations. Report regularly on your publicity efforts and results at club meetings and write articles about public relations activities and results for your club newsletter.

WHAT IS NEWS?

Some projects, although extremely worthwhile, may not be “newsworthy.” To determine what is newsworthy, ask yourself, “Would a non-Lion find this interesting or useful?”

Decide which activities have an interesting “angle” and are worth pitching to the media. To be considered newsworthy, they should be about timely events or activities that:

- Enhance your local community (parks, school programs).
- Involve the general public or other community groups (fundraisers, eyeglass collections).
- Perform a public service (vision/health screenings, drug abuse education).

Read local newspapers, watch television news programs and listen to a variety of local radio stations to get a feel for what is likely to be covered by your news media.

Get involved early in the planning of club projects to determine their news potential. Following are examples of club activities with possible news value:

- Scholarships
- Lions Opportunities for Youth
- Special fundraising events/club anniversary events
- Lions International Peace Poster Contest

- LCIF grants/disaster aid
- Club elections/volunteer recognition/Melvin Jones recognition
- Major donations
- Service projects aiding community groups such as the visually impaired, disabled
- Recycle For Sight/eyeglasses recycling/Sight Night
- Holiday projects

Check the Lions Clubs International Web site for activity guides highlighting planning and public relations ideas for various programs, e-mail pr@lionsclubs.org or call 630-571-5466 ext. 358 or 363 for a copy of these guides.

News vs. Public Service

News offers information about activities or events that are of interest to, affect or involve the public, such as the dedication of a Lions-supported facility. Public service gives information about a specific topic to help or assist the public, such as describing the warning signs of diabetes or encouraging volunteerism.

While most publicity activities will center on news, public service campaigns should not be overlooked. Such efforts can keep clubs visible within communities during times when there are no newsworthy events or activities to publicize, so incorporate them into your publicity plans.



How Do You Contact The Media?

Create a list of the newspapers, radio and television stations in your area, along with mailing addresses and telephone numbers. Call each media outlet to determine the editors or reporters to whom you should send information about Lions activities. Verify the spelling of names and ask about deadlines. Also ask how they want to receive information, such as by mail, e-mail or fax. In general, information should be sent to the following:

- General assignment editor at small daily or weekly newspapers.
- Community events reporter at large daily newspapers.

- News and/or public service director at radio and television stations.

It is important to recognize that every Lions news story will not be published or broadcast. The editor of a local newspaper and the news director of a radio or television station decide which stories will be printed or broadcast each day. They will find room for big news items, but other stories such as “Lions Sponsor Health Fair” may only be included if space is available.

Don't get discouraged if you don't get placements at first. Continue to look for good stories and angles that make Lions stories newsworthy.



How Do You Use Key Public Relations Tools?

News releases are written in an “inverted pyramid” format that answers as many of the Who? What? When? Where? Why? and How? questions as possible in the first two paragraphs. Subsequent paragraphs should provide additional information in descending order of importance. This allows an editor to trim the release to fit the available space or broadcast time without losing the main facts. Simply written and fact-filled releases are more likely to be published than those that require substantial editing or rewriting.

To increase the chances that your release will be used:

- Be sure it is about a newsworthy event.
- Keep paragraphs and sentences short, limiting them to a single idea.
- Use quotes to enhance basic information. When attributing quotes, be sure to identify the person's name and title.
- Double-space the release on one or two pages using your club's letterhead.
- Include “FOR IMMEDIATE RELEASE” at top left-hand corner of the page.
- Put a dateline (*name of city and date*) at the beginning of the first paragraph.

- Include your name, or the name of the appropriate contact person, at the top right-hand corner of the page along with a daytime telephone number.
- Include a one or two-line headline summarizing the release in capital letters and center it above the body copy.
- If there is more than one page, type “-more-” at the bottom center of the first page, and “# # #” or “end” at the bottom center of the last page.

See examples on pages 12-13 for the format of news releases.

Distributing News Releases

At least two weeks prior to your event, mail, hand deliver, fax or e-mail news releases to those editors, reporters or news directors on your mailing list who cover your particular type of story.

If you have a major story, follow up with each person a week before the event. Offer to answer questions and outline photo opportunities. Learn from the responses you receive. Be positive and enthusiastic in explaining why their readers/listeners/viewers would be interested in your story. Recognize that not all stories can be covered.



Club Fact Sheet

A club fact sheet will provide background information about your club to reporters, so send one along with all news releases. Fact sheets can also be used as handouts during community events. See page 18 for an example.

Pitch Letters

These letters are used to suggest a feature story to a reporter or editor in a situation when a news release might not tell the story well. They are not about events or activities but rather they attempt to interest the reporter in covering a story, such as the importance of volunteers in your community. Follow up on pitch letters in approximately one to two weeks to determine interest and provide additional details. See page 15 for an example.

Preparing for Interviews

A reporter may ask to schedule an interview to find out more information than what was provided in a news release. An appropriate spokesperson (you, your club president or a member) should be prepared to provide accurate information with enthusiasm and confidence. Following are tips for successful interviews:

- **Know Your Facts.** Be ready to expand upon the Who? What? Where? When? Why? and How? stated in media material.
- **Prepare Key Message Points.** Rather than answer a question with a simple “yes” or “no,” use the interviewer’s question as a bridge to your key messages. You may want to practice answering likely questions prior to the interview.
- **Give Short, Clear Responses.** Mention your main points early in the interview in a few, brief, clear sentences. If you do not know the answer to a question, offer to find out the answer and follow up immediately.
- **Mention Your Club’s Name Often.** Avoid saying only “I” or “we.”
- **Watch What You Say.** Never give “off the record” comments.

- **Dress Appropriately.** Always wear your Lions pin. For television, avoid pinstripes, white shirts, loud prints and lots of jewelry.
- **Smile.** Be conversational. Let the reporter see that you enjoy being a Lion.

Post-Event Publicity

Report the results of your programs and fundraisers to the community through the following:

- **News Release—**Prepare a brief, one page news release highlighting the project’s results.
- **Letter to the Editor—**Write a thank you note to the community via a letter to the editor. See page 14 for an example.
- **Display Advertisement—**Consider placing a small “thank you” advertisement with the paper. Many publications offer not-for-profit groups discounts. Some will even donate unsold space free of charge.

Radio and Television

Television stations target a very general audience, but radio stations target specific groups of listeners, such as males ages 18-28 or adults over the age of 40. Listen to radio stations in your area to get a feel for their audiences and the types of programs they broadcast. Also, pay attention to their public service programming, like community bulletin boards, public service announcements, etc.

Public Service Announcements (PSAs)

PSAs are brief (10, 15 or 30 second) messages aired at no charge on radio and television stations as a community service. They must benefit the community, not just your club.

Messages about preventing blindness, serving youth, fundraising events that benefit the community and public events sponsored by your club are appropriate subjects.

Contact the public affairs or public service director at your local television or radio station to learn the station's scheduling and format requirements and if they can assist you with production. Often stations have a reduced production rate for not-for-profit organizations.

Radio PSAs

Some radio PSAs are read live on-air, so all you would need is to provide the station with a script. Others are prerecorded, either by one of the station's announcers or a narrator you provide.

Television PSAs

Since television PSAs are videotaped and edited, you will need professional assistance producing one or you can order one of the PSAs produced by International Headquarters and add your club's information at the end. See Page 17 for more information.

Writing PSAs

Brevity and clarity are of utmost importance since at most you have 30 seconds to communicate your message. You need to:

- Get the listeners' attention.
- Show how listeners will benefit from doing what you are suggesting.
- Tell listeners where to go, what to do, when to do it and where to call for more information.
- Identify your club.

A 10-second spot will have approximately 20 words and a 30-second spot will have approximately 75.

Once you have written your PSA, read it aloud to make sure that it is clear and compelling and that it provides all necessary information. See pages 16-17 for examples.

Send a pitch letter with the PSA to help "sell" it to the program director by reinforcing the PSA's purpose and the club's reason for distributing it.

Lions Clubs International has a collection of PSAs covering a variety of topics that are available at no cost to clubs. E-mail pr@lionsclubs.org or call 630-571-5466 ext. 358 or 363 for more information.

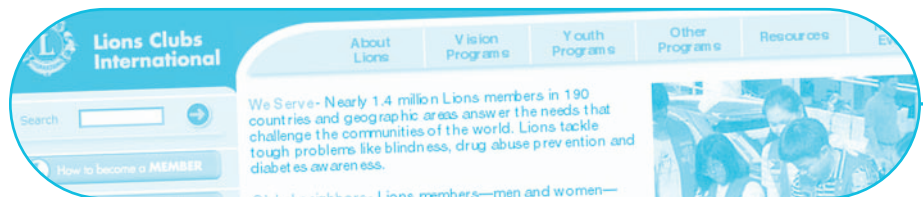
Public Access TV

Many cable television systems include channels set aside for public access. These stations can air PSAs, run videotapes of club activities or about the association, post club events on a community bulletin board or even have club members participate in a community events show or talk show. Some Lions clubs produce their own shows for public access television.

Contact the public service director at your local cable station regarding opportunities for your club to communicate its message.

More Video Options

Consider showing a video or public service announcements about the association at community events where your club has a booth or using them when you meet with other community groups. You can also donate them to your local library. You can download a list of Lions Clubs International audio-visuals from the Web site.



World Wide Web

Creating a club Web site is an excellent way to let people in your hometown and all around the world know about your club. Before beginning, take a look at Lions Clubs International's official Web site at www.lionsclubs.org. Your club site can link to www.lionsclubs.org, but duplicating the same design and content is not permitted. Visit LionNet, which promotes the use of the Internet by Lions clubs, at <http://www.lionnet.com>. LionNet provides helpful tips and templates for creating club Web sites. You can also view hundreds of club Web sites at LionNet. This service is provided free-of-charge to all Lions clubs.

Also, learn if club members have Web site experience and skills.

Once you determine how to create the Web site, think about content. Be sure to include general information about your club—when and where it meets, club activities and contact information. Have an e-mail link to someone in your club for questions and more information. Also include information on your site about club projects, a calendar of events, photos and a club fact sheet. Once your Web site is up and running, put your Web and e-mail addresses on all club material.

Printed Promotional Material

Flyers and signs are a good, relatively inexpensive, effective way to convey your message to your community. Basic production tips include:

- Answer Who? What? Where? When? And Why?
- Use clear, concise language and include only necessary information.
- Print an eye-catching flyer with a computer and laser printer or have it professionally printed.
- Use a bold, easy-to-read font or typeface.
- Make sure your club's name and the Lions logo appear prominently on the flyer.
- Print on a bright, noticeable paper stock (be sure copy is readable).

- If you must pose people, make the photos look as natural as possible by having them doing something. Carefully frame the photos so some people aren't cut off.
- Get as close to the action as possible.
- Limit the number of people and don't include a lot of background.
- Shoot a lot of photos.

When considering photos for newspapers,

- Ask if the newspaper uses photographs from outside sources. If so, find out what size, etc. they require. Usually it will be high-quality, glossy, 5" x 7" (12.7cm x 17.8cm) black and white prints.
- If they use photos, send interesting, candid photos that describe the story you want to tell.

- Don't write on photos. Instead, write the information on a separate piece of paper and tape it on the back.

- Mail photographs flat, protected by cardboard.

Because you belong to a not-for-profit group, you may be able to negotiate with printers or photocopy services to produce your flyers and posters at a reduced rate.

Post flyers and posters throughout your area—public bulletin boards, libraries, store windows, bus stops, train stations, etc. Ask local businesses and government offices to have them available for customers. Be sure to distribute them a few weeks before events.

Photographs

Photos can enhance your club bulletins and promotional materials or can be sent to newspapers for publication along with a news release. Make a photo montage of your club's activities and people you've helped for display at a community event. When taking photos, remember,

- Poorly focused photographs should not be used in any publication or promotional material.
- Shoot candid rather than posed photos. While posed and group shots may be used in club bulletins, candid shots are much more interesting. Many newspapers will not use posed photos.

- If a newspaper doesn't use photos from outside sources, ask if they will send a photographer to cover your event.
- Call your local newspapers to see if and how they accept electronic photos.

Newsletters

You may be responsible for producing your club's bulletin or newsletter. If another member serves as bulletin editor, offer to help with gathering information, writing, proofreading, etc.

Newsletters should include timely, relevant information and make members feel good about being a Lion. Include a calendar of events. Highlight upcoming events and report the results of recently completed projects. Report on funds raised and explain why specific projects were (or even weren't) successful. Recognize hard-working members.

Include articles on important issues. Discuss issues positively and present all sides. Avoid one-sided and personal opinions.

Include news from the district, multiple district and international levels.

While you should write as entertainingly as possible, use humor carefully since people have different opinions about what is funny.

Be sure to double-check dates, locations, times, spelling and grammar. Ask for proofreading help.

The “e-Newsletter” on the Lions Clubs International Web site is an excellent source of information for club newsletters. While at the site, check out the LCI calendar and the monthly message from the international president for additional ideas.

Producing a Newsletter

Artwork and photographs should be of highest quality. In most cases, a double column layout works best. So that the newsletter is neat and easy-to-read, be sure that:

- The size of the type is not too small or too big.
- Items are well spaced, not crowded together.
- The nameplate or cover design is clean and simple.
- Headlines are set apart by larger or boldface type.

Choose a paper color that is neutral and easy on the eyes such as a light pastel, beige, buff or gray.

Produce the newsletter using a personal computer and laser printer or have it professionally produced. Many software packages offer templates with graphic options specifically for newsletter layouts. The association’s official logo can be downloaded from the Lions Clubs International Web site for use in newsletters and flyers.

Check with local printers and photocopy services to see if they offer discount options to not-for-profit organizations and can provide suggestions for cost-cutting production.

THE LION Magazine

Receive national recognition for your club’s service activity by submitting articles and photos to THE LION Magazine. While not all submissions can be published, you will increase your story’s chance of being published by following these guidelines:

- **DO** submit detailed information—who, what, when, where, why and how—of your club’s completed service project or fundraising activity.
- **DON’T** send news of upcoming or in-progress projects, club anniversaries, birthdays of long-time members or social events.
- **DO** include clear, candid, “action” photographs of Lions participating in the project. Be sure everyone in the picture is identified.
- **DON’T** send stiff, posed photos of people staring at a camera.
- **DO** include the name, address, daytime phone number and/or e-mail address of a contact person who is familiar with the project.
- **DON’T** worry if your submission does not appear immediately. It often takes up to a year for chosen articles to appear in print.

Stories and photographs that meet these guidelines can be sent to THE LION Magazine, 300 W 22nd STREET, OAK BROOK IL 60523 USA, or by e-mail to thelionmagazine@lionsclubs.org.

For more information about submitting materials for publication, request “How To Get In THE LION” (PR 708) by phone at 630-571-5466 x366 or by e-mail to thelionmagazine@lionsclubs.org.



WHAT ARE SOME OTHER PUBLICITY IDEAS?

In addition to newspapers, radio and TV, there are many other ways to tell your community about your club and its activities. If your club is sponsoring an event the community can attend, try these tips for getting the word out:

- Ask to have information about the event posted on your community Web site or message board.
- See if buses and trains will donate advertising space and charge your club only for installation.
- Pass out flyers or brochures about your club and its activities. If the event is a fundraiser, hand out information telling how the money will be used.
- Display the Lion logo prominently on all materials and at all activities and events.
- Hand out balloons imprinted with the Lion logo at your event or at community days.

Even when your club doesn't have a special event planned, keep up publicity activities. You can:

- Make sure your club is listed in local phone books and community directories, along with a contact person and phone number. Keep this information up-to-date.
- Wear your Lions pin and make sure your club members wear their pins.
- Approach fast-food restaurants and grocery stores about printing information about your club on tray liners and grocery bags.

- See if government and school district newsletters will include information about your club, especially if you are involved in a community or school project such as the Peace Poster Contest, a vision or diabetes screening, building a recreational center, etc.
- Show support for your community and gain recognition by purchasing advertising space in school and community publications for athletic and musical events.
- Place a highway sign or marker outside your community. Keep it in good condition. You can purchase a highway sign from Club Supplies Sales Department.
- Donate a subscription of THE LION Magazine to your local library. Contact the Public Relations Department at International Headquarters for ordering information.
- Write a weekly or monthly "Lions Spotlight on Health" series for a local newspaper focusing on issues such as the warning signs of blindness and diabetes.
- Create a display at your library for Recycle For Sight Month or Lions World Sight Day or about your club's activities.
- Put information about your club in "Welcome to the Community" packets offered by local agencies or chambers of commerce.
- Invite community organizations to present information about their activities at club meetings and offer to present information at their meetings.





WHAT RESOURCES ARE AVAILABLE FROM INTERNATIONAL HEADQUARTERS?

A variety of audio/visual and printed materials are available to help you develop your club's public relations program for the year. Check the PR/Media Area and Resources section on the Lions Clubs International Web site at www.lionsclubs.org. You can also e-mail the Public Relations Department at pr@lionsclubs.org or call (630) 571-5466 ext. 358 or 363.

Audio-Visual Presentations—Videos are available for sale on membership, service activities, SightFirst and association information from the Club Supplies Sales Department. Language availability varies. For a complete listing of videos, download the Audio-Visual Presentations list from the Lions Club International Web site, refer to the Club Supplies Catalog or request a list of Audio-Visual Presentations (PR-720) from the Public Relations Department.

Television and Radio PSAs—Public service announcements that can be offered to local stations or used for public access programming are available at no charge, provided a station expresses interest in airing them. English (and one Spanish) only. A list of PSAs is available upon request from the Public Relations Department. (Please provide format information when ordering.)

How To “Get In” THE LION

This article reprint gives tips on preparing articles for THE LION Magazine and offers sound advice on taking effective photographs. All languages. Request PR-708 from the Public Relations Department.

Lions International Peace Poster Contest

A brochure about the annual art contest (PR-775) is perfect for distributing to schools in your area to get them interested in participating. A flyer/kit order form has more information for your club. All languages. (PR-785) Order Lions International Peace Poster Contest kits from Club Supplies Sales. All languages. (PPK-1)

A Peace Poster Contest video spotlighting the contest is available at no charge from the Public Relations Department. English only.

General Information Brochures

A number of brochures can be downloaded from the Resources section of the Lions Clubs International Web site or purchased from the Club Supplies Sales Department. These publications are perfect to hand out during community events.

Fact and History Sheets

These publications containing up-to-date information about the association and its history can be downloaded from the Resources section of the Lions Clubs International Web site or a copy can be ordered from the Public Relations Department. All languages. (PR-799, PR-800)

e-Newsletter

This monthly on-line newsletter, covering the latest news, information and programs from International Headquarters, is available on the Lions Clubs International Web site.

Activity Guides

International Headquarters provides activity guides and brochures outlining how to plan and promote large public relations events, including Lions World Sight Day and Recycle For Sight. These guides are available online or by calling the Public Relations Department.

Sample Public Relations Material

The following examples may be used as inspiration for creating materials or adapted to fit club needs. (Be sure to customize and print news releases on your club's letterhead.)

Atwood Lions Club

NEWS RELEASE

For Information Contact:
Dorothy Livingstone
(phone number)

For Immediate Release

ATWOOD LIONS TO COLLECT USED EYEWEAR DURING MAY

ATWOOD, April 12 — Throughout May, the Atwood Lions Club is collecting used eyeglasses and sunglasses for distribution to needy people in developing countries. The Atwood Lions Club's collection efforts are part of Lions Clubs International's Recycle For Sight Month.

"By giving the Lions your used eyeglasses, you can make a big difference in another person's life," said Tony Blackman, Atwood Lions Club president. "In many developing countries, an eye exam may cost a month's wages and a single eye doctor may serve a community of hundreds of thousands. A pair of glasses can help an adult keep working or a child stay in school."

The Lions will ship the collected glasses to the Lions Eyeglass Recycling Center to be cleaned, categorized by prescription and prepared for free distribution by optical mission teams.

Recycling used eyewear is just one way Lions serve the visually impaired. The Atwood Lions Club also works with the Atwood School District to provide students in need with free eye exams and glasses.

To donate used glasses, place them in specially marked collection bins located in the Atwood Bank and the Atwood Public Library or call Lions Recycle for Sight Chairman Terry Berringer at (phone number).

Lions Clubs International is the world's largest service club organization, with nearly 1.4 million men and women in 190 countries and geographic areas who volunteer their time and energy to serve their communities and lead the worldwide effort to conquer blindness.

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São Paulo Lions Clubs

NEWS RELEASE

For Information Contact:
Antonio Riberio
São Paulo Lions Clubs
(phone number)

For Immediate Release

LIONS PARK FOR THE DISABLED TO BE DEDICATED JUNE 28

SÃO PAULO, June 13, 200X – Mayor Luiz Gomez will dedicate Oliveira Park, a playground designed for disabled children and built by the São Paulo Lions Club, during a special ribbon-cutting ceremony at noon on Saturday, June 28. Facilities in the park include swings and a carousel that can accommodate wheelchairs.

The park, located at the corner of Centro and Norte, was built by the São Paulo Lions Club in memory of Oscar Oliveira, a Lion who spent the last 20 years of his life helping disabled people in the community.

“We wanted to donate something in Oscar’s memory,” said Pedro Vicente, club president, “and we found that there was a great need for a park for the disabled children in the area.”

The São Paulo Lions Club has sponsored many community projects for the disabled and the visually impaired. They are also actively involved with the São Paulo Retirement Center.

Lions Clubs International is the world’s largest service club organization, with nearly 1.4 million men and women in 190 countries and geographic areas who volunteer their time and energy to serve their communities and lead the worldwide effort to conquer blindness.

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(Letter to the Editor)

Milano Host Lions Club

October 28, 200X

Francesco Mazzetti
Editorial Page Editor
Il Giorno
Via Aurelio Saffi
20134 Milano

Dear Mr. Mazzetti:

The Milano Host Lions Club would like to thank community members for the overwhelming support shown during our Rose Day sales event on October 20. With your help, more than 5,000 euro was raised during this year's annual fundraiser.

Collected funds will be used to support the many projects Lions conduct throughout the year. At least fifty percent is earmarked for sight-related activities, such as providing eyeglasses and examinations to those who could not otherwise afford eye care.

The remaining funds will support other Lions programs, such as purchasing hearing aids and diabetes maintenance kits for those in need.

A special thanks is also extended to the local radio stations for making their listeners aware of the sale.

Your donations will truly make a difference. Thank you for helping us help others!

Sincerely,

Nicola Violo, President
Milano Host Lions Club
(phone number)

(Print Pitch Letter)

Ashford Lions Club

January 27, 200x

Sarah Maher
Features Editor
Ashford News & Observer
P.O. Box 451
Ashford CA 93612

Dear Ms. Maher:

I would like to tell you about Joe Hennesy, an outstanding citizen who contributes to the community in many ways. Joe, 46 and a member of the Ashford Lions Club for seven years, is the guiding force behind the upcoming Lions Have-a-Heart Blood Drive, which will be held at Ashford Community College, February 14-15.

As blood drive chairman for the past four years, Joe is credited with doubling the blood collection during that period. His passion for community health issues developed several years ago after assisting with the campaign to find a liver donor for Ashford student Holly Kline. In addition to his Lions activities, Joe also serves as a cancer education volunteer and on the fundraising committee at Norridge County Hospital.

The owner of Hennesy's Hardware, Joe has lived in Ashford for 18 years. He and his wife, Cheryl, have one daughter and one son. In the spring, Joe will serve for a second year as the assistant coach for his daughter's city softball team.

I will contact you next week to determine your interest in preparing a feature story about this very busy Lion who is making a difference in our community. In the meantime, if you would like additional information or to set up an interview, please contact me at (phone number).

Thank you for your consideration.

Sincerely,

David Wright, President
Ashford Lions Club

Berlin Brandenburg Lions Club

RADIO PSA

Call to Volunteer — 30 seconds

THE GREATEST GIFT YOU CAN GIVE IS TIME, ESPECIALLY WHEN IT'S DONATED TO A WORTHY CAUSE. THE MORE YOU GIVE, THE MORE YOU HAVE. A FEW HOURS A WEEK CAN DO A LOT OF GOOD — FOR YOU AND THE CAUSE YOU SUPPORT.

COMBINING YOUR TALENTS WITH THE EFFORTS OF OTHERS CAN MAKE A DIFFERENCE IN THE LIVES OF PEOPLE IN YOUR COMMUNITY. SO GIVE A LITTLE OF YOURSELF. YOU'LL GET A LOT BACK.

FOR INFORMATION ON VOLUNTEERING, CONTACT THE BERLIN BRANDENBURG LIONS CLUB AT (PHONE NUMBER).

Timberland Lions Club

TELEVISION PSA

Timberland Lions: Celebrating Service — 30 seconds

Visual

kids in classroom

hand putting glasses into collection bin

community center construction

Lions speaking with people at
community health fair — club banner
in background

Lions assisting people at
free eye exam program

montage of old service activity
photographs

dissolve into shot of eye bank
fundraising event

club members preparing for the festival —
making large banner that reads “Thanks for
Your Support Timberland”

club member being hugged by child
after holiday party

graphic: Lions logo with phone #

Audio

Sponsoring a drug awareness
program...

Collecting used eyeglasses...

Raising funds for the new
community center...

These are just a few of the many
activities the Timberland Lions
have sponsored.

This is our 45th year of making
positive contributions to the
community.

As we look back on a
proud past...

We look forward to a future of
continued service to Timberland.

Join us as we celebrate our 45th
anniversary during the Timberland
Summer Festival.

The Timberland Lions
Club...serving with pride.

For more information, call (phone
number).

Lincoln Park Lions Club

Fact Sheet

Membership

Established in 1968, the Lincoln Park Lions Club currently has 85 members—men and women who volunteer their time to perform a variety of community service activities. The group is one of approximately 45,000 clubs that make up Lions Clubs International, the world's largest service club organization.

Vision programs

Worldwide, Lions are dedicated to aiding the blind and visually impaired through programs such as SightFirst, which works to eliminate preventable and reversible blindness. Locally, the Lincoln Park Lions participate in the Lions Recycle For Sight used eyeglass recycling program. Since 1989, they have collected more than 40,000 pairs of glasses for distribution to needy people in developing nations. The Lions have also assisted hundreds of area residents in obtaining needed eye care and have worked each year with the Lincoln Park School District on preschool and elementary school vision screenings.

Youth Programs

The Lincoln Park Lions Club sponsors the Lions-Quest Programs—"Skills for Growing," "Skills for Adolescence" and "Skills for Action"—in four Lincoln Park schools. Lincoln Park Lions are also annual sponsors of the Lions International Peace Poster Contest in five local schools and youth groups. In 2001, one of the club's sponsored entries was a multiple district winner, advancing to the international semifinal round of competition.

Since 1991, the Lincoln Park Lions Club and the Warren County Health Office have co-sponsored an annual communitywide forum during the first week in November to examine the topics of drug awareness and substance abuse. The club increases awareness of these issues through a widespread public service campaign. It also aids in the development of new strategies to combat the rise in substance abuse.

Meetings are held at the Lincoln Park Towers, 749 Broadview Avenue, every Wednesday evening at 7 p.m.

Sydney Ryan, President
Lincoln Park Lions Club
(Phone number)
(Fax number)
(E-mail address)
(Club web site)

Lions Logos

A number of Lions logos can be downloaded from the Resources section of the Lions Clubs International Web site at www.lionsclubs.org. Included on the Web site are color guidelines and information about the emblem use policy of Lions Clubs International.

Below are some camera-ready logos that your club could use in its publications.





**THE INTERNATIONAL ASSOCIATION
OF LIONS CLUBS
300 W 22ND ST
OAK BROOK IL 60523-8842**