

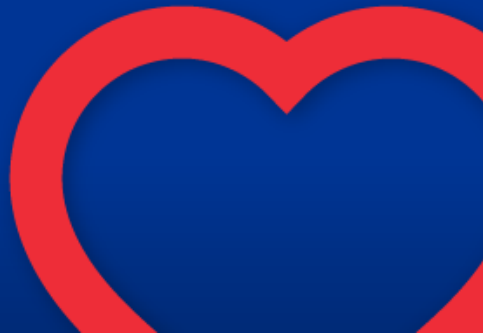
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Take advantage of LCIF's diverse grants and helpful grants tools to make your service impact even greater.



We Serve



PRESIDENT'S MESSAGE

Service from the heart with International President, Douglas X. Alexander

Dear Lion,

Your service has the power to change lives. So do your stories. The more you share about what you and your club are doing, the more opportunities you create for your community to join you. And there are now more ways than ever to promote your club and service activities.

Whether it's marketing or branding, social media or traditional media, we have the tools to help you promote your club, energize your next membership drive and share your life-changing stories. Let's shine a light on Lions.

Yours in Service,
Douglas X. Alexander
International President



Brand Advance Kits

Your service has made Lions one of the most recognizable brands in the world—and for good reason. When your community sees Lions, they know good things are on the way. So

take advantage of the legacy you've helped build with smart marketing and a little inspiration from our Brand Advance kits.

Visit the [Brand and Marketing Toolkit](#) page to access your Brand Advance kit. It's loaded with resources, templates and tutorials to inspire your club's marketing efforts—and your community.



Marketing Tools

Your social media is a great tool for showing, and telling, your community all the great things you're doing. Here are three resources that can help.

- [Social Media Kits](#) – Access ready-to-use and customizable graphics to promote your service projects and make your page really stand out. World Diabetes Day social graphics are also now available to help you raise awareness in your community.
- [Lions Video Center](#) – Download or link to incredible stories from Lions around the world to use at your next club meeting, Lions event or on your social media network. And make sure to use the hashtag **#WeServe**.
- [Marketing How-to Videos](#) – Make the most of your next marketing and PR campaign with our helpful “how-to” videos. Subtitles are available by turning on closed captioning (CC) and selecting your language.

Keep sharing and don't forget to check out the [president's Facebook page](#). You can also help us make an even bigger impact this November 14 on World Diabetes Day by using the hashtag **#LionsFightDiabetes**.

Public Relations Tools

You know your community better than anyone. But what does your community know about your club? The [Lions Press Center](#) has great resources that can help you connect with your local media and share your story with your community.



Be sure to watch a [special video message](#) from President Alexander about how good marketing and communications can raise the visibility of your club, your projects and your impact. And if you haven't already, make sure your club appoints a [club marketing communications chairperson](#) today.



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