



Lions Clubs International
BRITISH ISLES & IRELAND
At the heart of your community

PR Team Strategy

2015 /2016

MD105

January 2015



Public Relations Strategy for Lions Clubs MD105 British Isles and Ireland for 2015 onwards.

Objective

Main objective “to substantially increase public awareness” and improve communication at all levels within MD105.

Strategy



The strategy supports a positioning statement that “Lions play a central role within the community”, the changing and evolving of the media landscape is encapsulated into the strategy. Key elements are detailed below.

Key elements

Regular Quarterly Bulletin

These briefing Statements include key facts, news, statistics, activities and stories that encompass all aspects of what we as Lions do. They are sent once a quarter to 1200 key influencers all over Britain and Ireland, the media and partner organizations by email. There is an opt-out and in button and although a few opted out, many more have opted in.

Regular PR Insight newsletters

Designed to help clubs promote themselves and include tips and templates to assist clubs and PR Officers to easily create professional media releases to promote news and stories with their local media contacts.

Public facing MD, District and Club websites

The new look which is clean, accessible and professional will be available in template form for all districts and clubs, with a white contemporary base used to illuminate the LCI brand colours with clearly defined areas for the public and Lions members.

Work with key PR people from partner organisations’ to produce joint material

Following the success stories with Marie Curie Cancer Care, Special Olympics (SOGB) and others closer ties will be made with partners. We will produce pro-forma press releases so that individual clubs can personalize them and send to their press contacts.

Promote the use of Social Media by clubs.

Interesting and well-designed Facebook and twitter accounts numbers are growing in popularity and provide a route for potential volunteers to find out about Lions Clubs.

Lions in Your Community

This resource brings together a wealth of Lions activities and projects into a professional publication with a print run of 32,000 copies. This strategy will concentrate on delivering and promoting this report through individual members, clubs and districts. If demand dictates there will be a further print run in 2015/6 with a new issue the year after with some emphasis on the centennial.

PR Photographic Competition

The original competition was designed to collect better quality images; it produced hundreds of images from Lions Clubs. The next competition will look for less quantity and higher quality and this time to include video clips.

Penny and Cent Campaign

We will continue to promote ideas around this simple and cost effective communications device, designed as a conversation starter when meeting members of the public or potential supporters (there is a cent version for the Republic of Ireland). The idea behind the Penny Campaign is to demonstrate how Lions Clubs make every penny count by helping local communities, doing good deeds, having fun and not spending a single penny on administrative costs.

Promotional Items

The following is to be investigated and presented to COG for approval.

Car sticker to replace the now defunct tax disc holder

Charity Christmas and Thank you cards with a Lions theme in aid of the MD charity fund

Cuddly Lions toy with name and logo.

Standard Lions outfit to be made available to clubs (bring corporate image and avoid “scary” Lions)

Directly involve districts and clubs

Regularly encourage clubs by helping them with information not just through the website, but with regular updates in the Lion mag, district newsletters and electronic mail. Produce more press releases for clubs to place their details and send out to their contacts, help them to utilize and keep informed Club sponsors and volunteers.

Lions PR & Marketing Toolkit

Development of a high profile Lions PR & Marketing Toolkit built around the PR/marketing area of the members' website to be an easy to find and use resource. This will include 'how to' sheets, a forum for sharing ideas and asking questions, links to materials such as posters and links to buy everything else available from stickers to Lion outfits, an image bank, pro-forma releases, etc. Included in this initiative will be a set of presentations around PR/marketing to be delivered by the district officers at zone and/or club meetings or viewed online as recorded videos to cover aspects such as using social media, engaging local radio and so on.

Video

Short video clips are needed to explain to the public who Lions are and what we do. This will be an integral objective of the next photographic competition and will involve approaching media groups at universities etc.

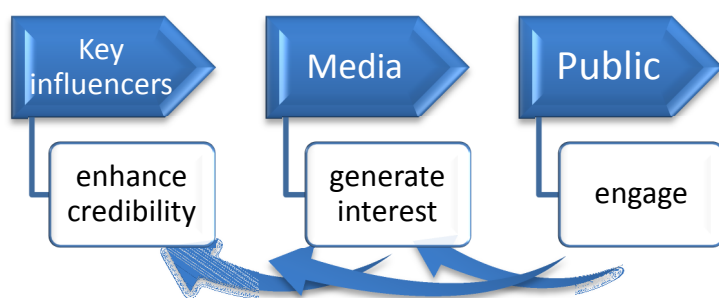
New Initiatives developed in the Lions Laboratory

Although we've had good hits with new ideas especially Lions in Your Community and the penny cards, new initiatives will be generated in the Lions Laboratory and tested with a Pilot Programme. This will be an ideas hot-house, where we work with clubs/zones/districts to test new approaches; it is all about being adventurous, experimenting with ideas and if they work, spreading them more widely.

Impact

The program will produce results by dramatically improving the image of Lions Clubs in the British Isles and Ireland. It will bring together clubs, zones and districts by highlighting the importance and need for PR by making it easier for them to be involved.

Conclusions



The whole strategy is an on-going process of public awareness and includes regular contact with key influencers who influence and promote Lions Clubs to the Press who in turn influence and inform the public.

This process takes time to build but will then start a circle of events that will be fed continuously to keep the momentum.

Summary of the strategy that will consistently produce results

- Promote a consistent message
- Use social media and the internet
- Work with partnering organizations at Club, District and National levels
- Concentrate on making a real difference
- Support district officers, clubs and individual members to help themselves