



DISTRICT 16-B Public Relations Plan

Introduction

The Lions “brand” remains strong in the market yet continuing changes in the demographics of our communities and how we organize ourselves has had an adverse impact on attracting younger members in particular. The District 16-B Lions for the 2010-2011 year should focus on identifying specific targeted groups and focusing on the media platforms or means by which to reach these groups. Nonetheless, the group cannot abandon its base or its primary means of public identification. Therefore, micro-targeting should be a sub-set of the larger communication’s strategy for the coming year.

Objectives

1. Identify point persons in each local lions organization to spearhead PR efforts
2. Enhance efforts to attract earned media in local and regional papers
3. Ensure all clubs within the community have a presence with local government, other civic organizations and ecumenical groups.
4. Develop a standardized “press kit” for all clubs in the district
5. Encourage shared events between local lions groups
6. Support non-traditional meetings/events which allow families to attend. Consider meet and greet fall event to attract new members.
7. Exploit social media to attract Generation X and Y

Message Model

- Lions meet the needs of local communities and the world.
- Whenever a Lions club gets together, problems get smaller and communities get better.
- We empower volunteers to serve in their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs
- Lions clubs cover the globe - our 1.35 million members are in 206 countries and geographic areas
- You are part of this community and need to be part of what works – the Lions Club can get you there!
- We make it easy to be part of your local Lion’s club

Headcount and Consolidated Budget

- Commitment from each local club of 1 point person
- Budget unknown at this time

Target Audience Lists

- **Print Media** (including regional, local and even college press (see attached))
- **Other Community Groups/Organizations** (including religious, fraternal and sports groups)
- **Web** (including targeted banner ads in www.nj.com, club websites, links on township websites and community bulletin boards)
- **Social Media** (facebook)

Press Kit

- Fact Sheet
- Press Release
- Collateral (including newsletters)
- Past Earned Media
- Contact List

Coordinate Calendar of Events (via the website)

- Encourage your members to attend 1 16B event this year and 1 neighboring Lions Club event
- Develop shared events / volunteer opportunities throughout the year

Timelines and Schedules

- **September 2010**
 - Press kit skeleton finalization and availability on the 16B website – Sept 2010
 - Standardized branding of media releases
 - Coordinated calendar
 - Blitz 16B Katzenbach Event
- **October 2010**
 - 1 Joint Event Planned for 2010 Year
 - 25 “Likes” on Facebook Page
 - Coordinate website calendar with facebook calendar
 - Begin “facebook ad” campaign
- **November 2010**
 - Develop earned media section on 16B site and post articles from local papers
 - Develop statistics on lives helped, etc. and circulate to clubs
 - Encourage clubs to share personal stories for web as well as print
- **December 2010**
 - “TENTATIVE” Regional Family event focused on joint charity