



# ***Community Relations***

By PZC Ralph Nakamura, District 19H Public Relations Chairman - August 2009

**Recognition** - defined by Merriam Webster as “special notice or attention”. We, as Lions, do many good deeds for our communities but how can we get recognition? There are many ways, but the easiest way for every Lion is to always wear your Lion Emblem Pin (regardless of whether you are at a Lion function or not). And, wear the Lions logo on a t-shirt or golf shirt whenever practicable. When working on a community project, clubs should post a club banner or sign, indicating “a Lions’ Project” or wear a washable vest or apron with the Lions logo emblazoned on it. The more often people in your community see the Lions logo, the more likely you will receive the recognition. **Make yourselves VISIBLE, while making a difference in your community!**

It made my day when I was returning to the United States at the Border Crossing and the Border Patrol Officer asked, ‘Are you returning from a Lions meeting?’ Of course, it helped that both my wife and I were wearing our Lions uniforms. The Officer then remarked, “Lions do good work; thank you, and have a nice day.” Now that is **recognition** of the best kind.

## **“Lions Day” in March, 2010**

The United Nations will again be proclaiming “Lions Day” in mid-March 2010 and Lions Clubs International will also be announcing a date in March 2010. **District 19H** is proposing a District-wide project of having **every club in the District** participating in a Food Drive for their own communities. We are suggesting that each club organize their own Food Drive and schedule it to occur in mid-March 2010. Consider the impact it will have when over 14,000 members in 490 clubs work a project of this nature that benefits the communities in which we live. Consider the media possibilities it will have. Coordinate it with the Food Bank to whom you will be donating your collections.

This very early notice will give your club the opportunity to organize the event to its fullest. Contact your local media early to let them know that you are doing the project and see if you can get some coverage. Let’s say that you decide to stage several trucks at “collection areas” in the parking lot of a local market or school, where it is convenient for residents to drop off a bag of non-perishable groceries. Have your Lions in vests (of course) ready to receive the donations. Place a club banner on the truck to identify your club. This is called **visibility**.

**In addition**, ask the Mayor or your City Council or County Council to proclaim “Lions Day”. That would be another media opportunity in your own community.

As your District 19H Public Relations Chairman, I ask that you report your club’s progress on making **“Lions Day” in March, 2010** through our collective Food Drives, to your own Zone Chairman, who will in turn report the Zone’s progress to me. I look forward to receiving initial reports from the “Team Oscar” Zone Chairpersons of District 19H by September 1, 2009, then periodically until we reach our Lions Day goal.

**Thank you, Lions**, for all that you do to make our communities a better place in which to live. Each and every one of you is important to the success of our District as a whole.

[NOTE: Any articles you wish to share with me is appreciated. Email: [rtn@langleywa.com](mailto:rtn@langleywa.com)]