



Community Relations

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

“Lions Day” in March, 2010—How are your plans coming along?

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 2,000 members in 61 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, County Council, or Chamber of Commerce to proclaim “Lions Day”. That would be another media opportunity in your own community.

For your info, as soon as the United Nations lets LCI know, a firm date for “Lions’ Day” will be set for sometime in March. We in turn will let you know.

Please send me a report on the status of your club’s progress to date. Then, periodically, I’ll ask for an update till we get close to March 2010. Email me at: rtn@langleywa.com

Help in Sending Press Releases

Borrowing from International President Eberhard Wirfs’ newsletter: “Are Lions a best kept secret? Not so, if we inform the public about who we are and how we are changing the world.”

Lions do great work, but the problem is that we don’t publicize it enough. Give your club a ‘pat on the back’ and send a story to your local newspapers. If you don’t know how, go to www.lionsclubs.org and click on Member Center. To the right, you will see Club Resource Center so click on that. When the page comes up, under General Information, you will see **Sample News Releases**. Click on one that most fits the description of the project you wish to publicize, then alter the facts to fit your specific program. After you’ve put together your Press Release, email it to the Publisher or Editor of your local newspaper. If you include a picture, they like to receive a full size color (digital) photo as an attachment.

While you’re in this section, check out the various ‘help’ items available. It’s there to make your life easier!

PZC Ralph Nakamura

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.