



**Experience More
Marketing Campaign
Toolkit**

User Guide



Welcome!

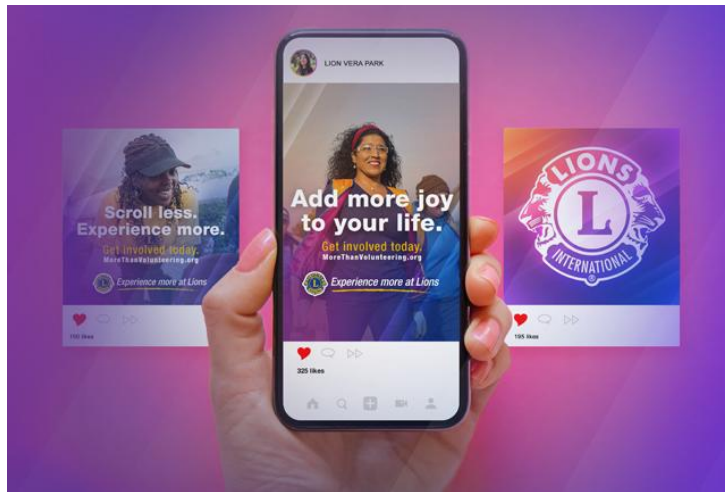
This user guide is designed to help **Lions club members around the world** easily use the **Experience More at Lions Marketing Campaign Toolkit** in their local communities.

You do **not** need to be a marketing expert to use this toolkit. The assets are pre-designed and ready to use, with simple options to customize if you choose.

The goal of the Experience More at Lions campaign is to help people see how becoming a Lion can add **more meaning, more connection, and more joy** to their lives. By using these materials in your community, you help invite others to experience what Lions is all about.



What's inside the Toolkit?



Social media images and templates



Billboards and signage



Experience more branded gear



Where can I find it?



Tools to spotlight your club experience

Our new members have a lot of ways to share their stories and spotlight their club experience. Here are some of the ways you can share your story and spotlight your club experience.

An experience worth sharing

Put your Experienced Member or your club's best experience, with photos and videos, in our new featured posts. Our club members can share their stories and spotlight their club experience.

Check out the featured posts on our website and social media.

[View the guide](#)



Social media images and templates

Our social media images and templates are designed to be used on your club's social media pages. They are easy to use and can be customized to fit your club's needs.



Ready-to-use images

Ready-to-use images are available for download and use on your club's social media pages.

- General member photos - 1080p x 1080p
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Customizable templates

Customizable templates are available for download and use on your club's social media pages. They can be customized to fit your club's needs.

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Billboards and signage

Billboards and signage are available for download and use on your club's social media pages. They are easy to use and can be customized to fit your club's needs.



Digital

Digital billboards and signage are available for download and use on your club's social media pages.

- Billboard - 1080p x 1080p
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Print

Print billboards and signage are available for download and use on your club's social media pages.

- Billboard - 1080p x 1080p
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Experience More branded gear

Experience More branded gear is available for download and use on your club's social media pages. It is easy to use and can be customized to fit your club's needs.

[Shop it now](#)





Let's get into it!

Each section explains what the assets are, how to use them and step-by-step instructions to get started.



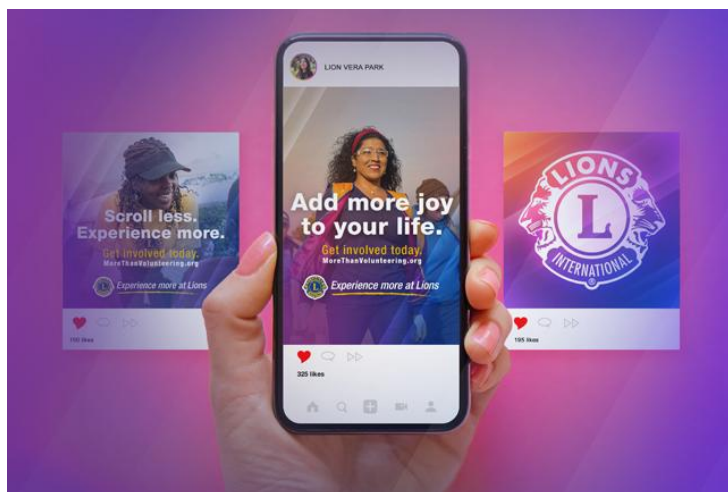
Social media assets

Social media is a great way to reach people in your community using platforms like Facebook, Instagram, Twitter (X) and LinkedIn.



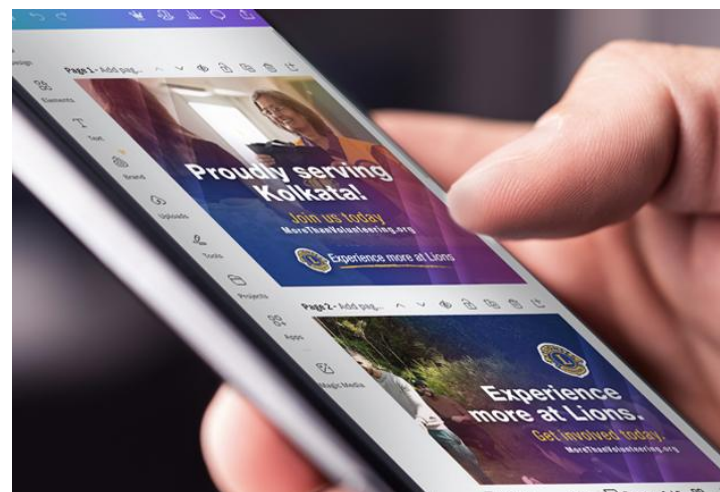
What's included

You will see two types of social media assets available:



Ready-to-use images

these are already designed and can be downloaded and shared immediately



Customizable templates (Canva)

these allow you to add your club logo, contact details or image using Canva, a free online design tool



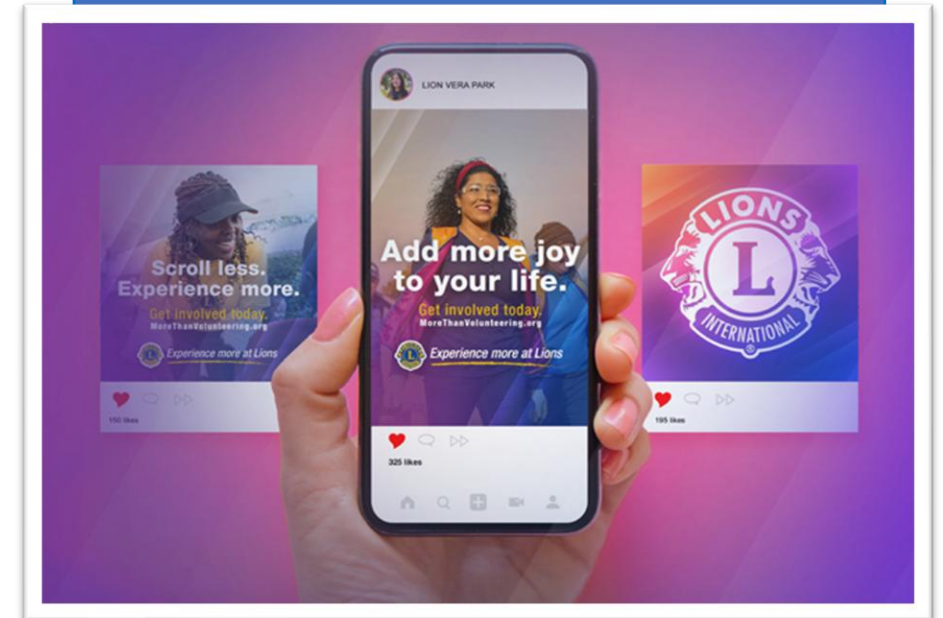
How to use

Ready-to-use social images

These are the easiest option and require no design work.

Step-by-step:

1. Go to the webpage.
2. Find the social media section.
3. Choose the image you want to use from “ready-to-use images”.
4. Click to download the image to your computer or phone.
5. Open your social media account (Facebook, Instagram, LinkedIn).
6. Create a new post.
7. Upload the image.
8. Add a short message (for ex: why you enjoy being a Lion or how to learn more).
9. Post and share.





How to use

Customizable social media templates

Use these Canva templates if you want to add extra information specific to your club. Canva is a free, easy-to-use online design tool. You do not need design experience to use.

Step-by-step:

1. Visit the webpage.
2. Find the social media section.
3. Click the link to open the images in Canva.
4. Once the design opens, click “View template”.
5. Create a free Canva account (if you don’t already have one).
6. Replace the text with your club information or image with one of your club.
7. When finished, click Download.
8. Save the image to your device.
9. Post and share on your club social media page.





Billboards and Signage

Helps spread awareness beyond social media and reach people as they move through your community.



What's included

The toolkit provides billboards and signage designs in multiple sizes ready to be customized for:

- Highway and digital billboards
- Street kiosks and transit screens
- Poster panels
- Unique sites or special formats





How to use

Billboards and signage

These assets are usually paid advertising opportunities that require working with a local advertising vendor or printer.

Step-by-step:

1. Identify where you want the sign displayed (roadside, shopping area, transit area etc.).
2. Contact a local billboard company or advertising vendor in your area. Ask them:
 1. What sizes they require.
 2. File format needed (JPG, AI, etc.).
 3. Pricing for display length.
3. Go to the toolkit webpage and download the billboard or signage needed.
4. To make the sign relevant to your community, work with a designer or the vendor to add your club logo, contact information or to size the file to the exact signage specifications.
5. The vendor will send you the final file to review.
6. Once you approve, the vendor will handle printing and placement.



Primary typeface

Helvetica Neue has been chosen as the primary typeface for Lions International communications. The different weights in this typeface allow for flexibility and creative expression in text and display.



Experience More branded gear

Branded gear helps start conversations and keeps Lions visible in the community.



What's included

The Experience More branded items are great for community events, service projects, club meetings, giveaways and representing the brand in a fun, unique way.

You'll find:

- Can coolies
- T-shirts
- Post-it notes
- Stickers
- Phone wallet
- Pins
- Hand fans
- Pens





How to purchase

Experience More branded gear

Step-by-step:

1. Click the “Shop now” button on the toolkit webpage or visit the Lions Shop and search for “Experience More”.
2. Select the products you want.
3. Choose quantities.
4. Complete your purchase.
5. Use items at events or wear them in your community.

Tip: wearing branded gear helps people ask questions and learn more about Lions.

