



Lions International

Marketing Grant Case Study

CA I | MD 31, North Carolina | “Working Lions” Video Marketing Campaign

(Marketing Grant Awarded in 2024-2025)

Overview

Multiple District (MD) 31 (North Carolina) was awarded a Lions International Marketing Grant for US\$15,000. Funds allowed MD 31 to launch a Lions International brand awareness and recruitment campaign specifically appealing to working-class people in the region. Potential Lions in the United States report one of the main reasons they do not join clubs is because they do not believe they have enough time. The Lions of North Carolina developed a video marketing campaign that would show the flexibility and convenience of Lions as a whole.

Goals

1. **Show potential members there is always time to serve:** Lions in North Carolina set out to dispel the common myth that being a Lion means you must be retired or have a lot of extra time on your hands.
2. **Create brand awareness:** MD 31 aimed to spread the word about Lions International around the state of North Carolina. The group wanted to reach everyone, with an emphasis on appealing to working-class people.
3. **Develop a video series and digitally promote Lions:** Lions in North Carolina wanted to create easy-to-watch videos showing viewers who Lions are and what they do. The marketing campaign was designed to serve as an advertisement on broadcast television, streaming services and on social media in order to reach as many prospective Lions as possible.

Milestones



1. Creating dialogue around time commitments and service

The Lions of North Carolina reported the video campaign generated a lot of interest from potential Lions. Many conversations were had about how little or how much time Lions devote to serving their communities. The main message of these conversations was that being a Lion makes a positive impact on the volunteer's life and their community, and that service can fit into any schedule.

2. Increasing awareness about Lions International

MD 31 reported nearly three million impressions on their promotional video series. The videos also included a QR code linking viewers to the MD 31 website for more information on Lions. This campaign successfully spread awareness about the Lions of North Carolina and the global brand as a whole.

3. Conveying a message through video

North Carolina Lions were able to develop two strong promotional videos that accurately paint a picture of clubs and show the viewer they can be a Lion no matter how busy their life is. The videos were easily accessible through broadcast, streaming and online.

Media

[Click to View Marketing Video #1](#)

[Click to View Marketing Video #2](#)

Your Life is Full, But So is Your Desire to Make a Difference



Your local NC Lions Club is designed for people like you, people who want to give back but need flexibility.

You'll make a lasting impact on causes close to your heart, because local Lions Clubs fit the needs of their community. Every bit of time you give creates a real impact.

Empower Your Community, Empower Yourself.

Join us, find a club near you... nclions31.org/Go

Life is Busy, But That Doesn't Mean You Can't Give Back



Your local NC Lions Club is designed for people like you... Whether it's hands-on volunteering, leadership, or just helping when you can.

You'll be a part of a supportive network of people like you who share a passion for helping others.

Every moment you give matters. Be a part of something bigger, on your terms, at your own pace. Be a Lion.

Join us, find a club near you... nclions31.org/Go