



Advocacy Project Starters

Project ideas to kick-start your advocacy service

Our advocacy work is simple: Lions and Leo clubs raise awareness of the causes they care about, educate their community members on important issues and create positive change. And our history of advocacy is extensive — from answering the call to be Knights of the Blind to our relationship with the United Nations (U.N.) that began in 1945, when we assisted in drafting the nongovernmental organization section of the U.N. Charter. See how you can continue this legacy of positive change in your community with these project ideas!



Awareness

- Use the **Social Media Campaign Project Planner** to share resources, personal stories or calls to action with your audience
- Distribute educational materials (flyers, brochures, infographics) in community centers, schools or libraries
- Host a collection drive for food, clothing, toys or other essential items in support of a local cause
- Collaborate with local media like radio, TV or newspapers to feature public service announcements
- Sponsor an event honoring one of the **United Nations' International Days or Weeks**, like World Sight Day, World Environment Day or World Children's Day



Education

- Use the **Community Summit Project Planner** to educate your community about a shared topic
- Invite experts or community leaders to speak at a club meeting, convention or forum
- Organize school talks, art contests or essay competitions related to an issue
- Host a hands-on learning experience, like cooking lessons to teach healthy recipes for people with diabetes
- Organize community viewings of documentaries or other educational materials



Change

- Utilize the **Advocacy Day Project Planner** to organize an advocacy day in your city, state or country
- Connect with local decision-makers and discuss important issues by scheduling a meeting, making a phone call or emailing
- Invite a government official or policymaker to a service project
- Form partnerships with local organizations around a shared cause — including other Lions or Leo clubs!
- Attend a **Lions Day with the United Nations** event to learn about our relationship with the United Nations

Don't forget to report your service!

The above ideas are only some of the many ways your club can get involved in advocacy!
Be sure to report your service in Lion Portal to share how your club is serving.