



Marketing Matters webinar series

Lions International Marketing Award

Presenters



Megan Kengott

Marketing Strategy
Account Lead



Jessica Willis

Marketing Strategy
Account Lead
(moderator)



Overview

- **Award overview.**
What is it. What is the criteria. Applying for it. What winners will receive.
- **Frequently asked questions.**
What Lions and Leos have asked before.
- **Open questions**
Ask away.

Diabetes Walk



Quick poll





LIONS INTERNATIONAL MARKETING AWARD



What is it?

An award program that **recognizes the marketing success** of clubs around the world.

Award criteria

Submissions must demonstrate the following:

GROWTH

Exhibits a membership growth element within the marketing campaign.

BRAND

Puts the brand first and properly represents the Lions International brand and the characteristics and personality associated with it.

CREATIVITY

Showcases marketing innovation and creativity.

GOAL

Demonstrates that a goal was set and achieved or exceeded. Clubs will not be directly measured against other clubs, but rather positive results in combination with the campaign's creativity while staying on-brand will be taken into account.



Winners

Lions International Marketing Award

- The Marketing Committee will select one winning Lion or Leo club from each Constitutional Area
- Prizes include:
 - US\$2,000 cash award
 - Club trophy
 - Downloadable certificate for club members
 - Complimentary Convention registration for two club members plus guests (4 total)



www.lionsclubs.org/marketingaward

CA1

United States Olympia Host Lions Club District 19 N

This social media marketing campaign and booth setup was created to attract additional hands for service. With "aging club members," they recognized the need for more help and went "fishing" for potential members in the social media and interpersonal "ponds."

Goal

- Gain 5 new members

Results

- 7 new members; 5 prospective members



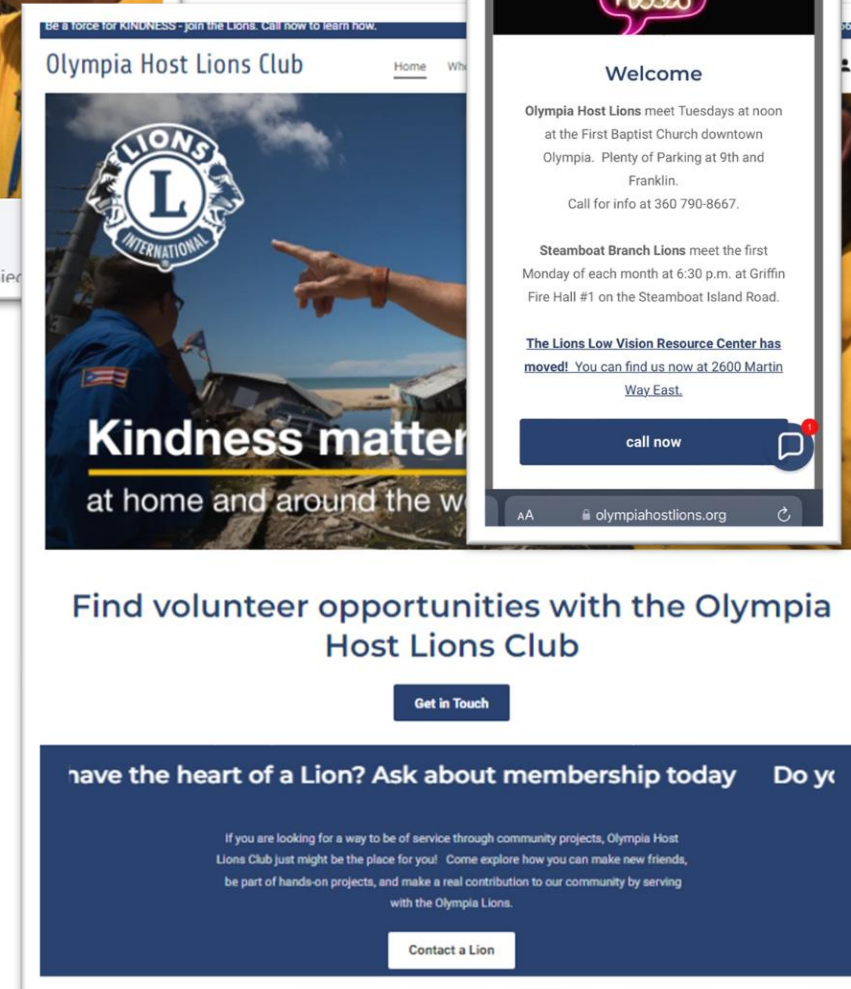
Lions Clubs International



Social media



Info sheet



Website



Lightbox popup on website



This marketing campaign was created to promote the club and gain members through social media promotions and a recruitment event. A QR code directed prospective members to a Google form to leave their contact information and receive information on upcoming service events and to become a member.

Goals

- 50 new followers on social networks
- 25% increase in social media impressions

Results

- 132 new followers on social networks
- 34% increase in Facebook impressions;
- 165% increase in Instagram impressions
- 2 new members; 10 prospective members



Social media posts



Poster

Press release

Para obtener más información
 Laura Isabel Hernández Palagat
 Presidenta, Club de Leones Orizaba Pluviosilla
 272 111 2042

El Club de Leones Orizaba Pluviosilla invita a voluntarios en Orizaba, Veracruz para iniciar la diabetes

El Club de Leones Orizaba Pluviosilla busca hombres y mujeres con vocación de servicio para que se unan a ellos y marquen una diferencia en la comunidad. En todo el mundo, los Leones están sirviendo a sus vecindarios y más allá mientras se dedican en causas como: ayudar a mejorar la salud, el bienestar, el medio ambiente, el cáncer infantil y la diabetes.

"Nuestro club ayuda a los miembros a proporcionar causas valiosas, servir con amigos y convertirse en líderes de la comunidad. Este club significa mucho para nosotros Leones, pero significa mucho más para las personas a las que servimos", dijo Laura Hernández Palagat, Presidenta del Club de Leones Orizaba Pluviosilla.

El club organizará una sesión informativa el 1 de febrero 2024 a las 12:00 h en la Cafetería Casa Lara, pasaremos un rato ameno con bocadillos y café. Laura Hernández Palagat asistirá al público a nivel y ofrecerá más sobre el trabajo del club.

"Queremos compartir el impacto que estamos haciendo en la comunidad y que los desee seguir como socios activos", dice Laura Hernández Palagat.

El lema de Lions Internacional es "Nosotros servimos", y el Club de Leones Orizaba Pluviosilla ha estado a la altura. Para 2024 años, el Club de Leones Orizaba Pluviosilla tiene como proyectos finitos: Campañas de Leche para pollos en general, Campaña de Tatuaje Visual a niños de escuelas primarias, Campaña de Aparatos Auditivos, Campaña de Ciudad del Medio Ambiente y Encuentros de Inocuidad de Alimentos, entre otros.

Para obtener más información acerca de las sesiones informativas, del Club de Leones Orizaba



Member recruitment event





This club created a marketing campaign to raise funds for the Lions Australia Diabetes Foundation and increase participation in their Lions Lap the Map event – a walk/run around Mick Sherd oval to bring awareness to diabetes.

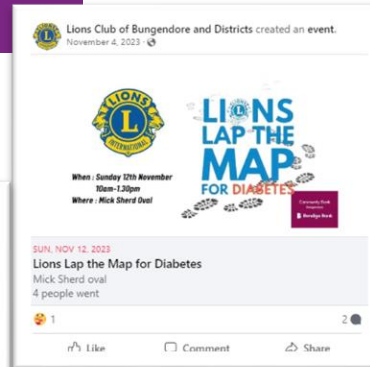
Goals

- Raise club awareness
- Raise funds
- Gain potential new members

Results

- 13,332 Facebook impressions; 53 new Facebook followers
- \$531 donated to the Lions Australia Diabetes Foundation
- 2 prospective members

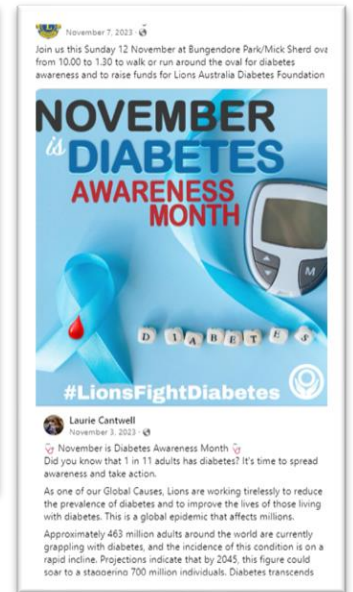
Paid social post



Facebook event



Social media posts



Pre/post-event newspaper promo





February 1, 2025

application deadline



lionsclubs.org/marketingaward

Frequently asked questions



My club doesn't have a lot of marketing experience. Are there resources available to help guide us?

When can my club submit an application?

Can I submit a campaign that our club ran a few years ago?

What does a marketing campaign entail?

Does my campaign have to be completely finished before I submit my materials?

What type of photos should I submit with my application?

A group of people is gathered outdoors, possibly at a community event or fair. The scene is overlaid with a semi-transparent blue filter. In the foreground, several people are visible, including a man in a white shirt and dark pants on the right, and a woman in a white shirt and dark pants on the left. In the background, more people are scattered across a grassy area, some appearing to be in conversation. The overall atmosphere is casual and social.

Ask us anything

Takeaways

- ✔ Clubs can still plan their marketing campaigns for award consideration.
- ✔ Deadline for applications are Feb 1st, but you can submit any time leading up to it, if you've already planned and completed your project.
- ✔ We offer a variety of resources for conducting your club marketing at lionsclubs.org/marketing
- ✔ Check out all award info at lionsclubs.org/marketingaward



Thank You

© 2022 Lions International