

# Marketing Matters: Take Your Promotions to the Next Level

---

February 7, 2023 | 6-6:30 p.m. CST  
February 8, 2023 | 10-10:30 a.m. CST



Lions Clubs International

# Welcome Lions and Leos!



**Andrea Burns**  
Brand & Creative  
Manager



**Jenny Maxse**  
Marketing Strategy  
Manager





# Poll

---

# Session overview

- ✓ **Discuss marketing and branding.**  
How they differ; how they work together.
- ✓ Explore the **power of branding** and key aspects of the Lions International brand.
- ✓ Review **three keys to club marketing** and what resources are available.
- ✓ Share **marketing ideas** and **best practices**.

# Marketing and branding



## Lions Clubs International Brand Guidelines

How to represent the  
world's premier service  
organization.

## 2.2 Signatures



Lions Clubs  
International



Lions Clubs  
International

### The primary signature

The primary element of the identity is the signature, which consists of two components—the emblem and the name. The two signatures shown are the primary configurations. The emblem is the preferred choice for all applications. Signatures may never be re-created or modified in any electronic art, available.

## 1 Speaking in Lion

00C 17M 100Y 0K  
235R 183G 0B  
HTML #EBB700

Pantone® 287  
100C 72M 2Y 12K  
0R 51G 141B  
HTML #00338D

Pantone® Cool Gray 11  
65C 57M 52Y 29K  
85R 86G 90B  
HTML #55565A

### Color palette

The color palette consists of yellow, blue and gray. These colors were chosen to represent the refreshment of the organization today while maintaining its improved its legibility and character.



# What do we mean by **marketing and branding?**

---

**Marketing: The actions we take to encourage a behavior.**

Join a club, attend an event, learn more about Lions, donate to LCIF, etc.

**Brand: Defines who we are as an organization.**

Our mission, our values. What makes us special and unique.

**Branding: The steps we take to shape our brand.**

This ongoing process involves everyone in our organization. We all represent the Lions International brand, and we all have an important role to play.

# The power of branding



## Lions Clubs International Brand Guidelines

How to represent the  
world's premier service  
organization.

### 2.2 Signatures



Lions Clubs



Lions Clubs  
International

#### The primary signature

The primary element of the identity is the signature, which consists of two components—the emblem and the name. The two signatures shown are the primary configurations. The emblem is the preferred choice for all applications. Signatures may never be re-created or modified in any way. Electronic art, available

### 1 Speaking in Lion

00C 17M 100Y 0K  
235R 183G 0B  
HTML #EBB700

Pantone® 287  
100C 72M 2Y 12K  
0R 51G 141B  
HTML #00338D

Pantone® Cool Gray 11  
65C 57M 52Y 29K  
85R 86G 90B  
HTML #55565A

#### Color palette

The Lions Clubs International primary color palette consists of yellow, blue and gray. These colors were chosen to reflect the refreshment of the organization's character and its commitment to service.

# What's a brand supposed to do?

---

- ✓ A brand **points to and supports the story** of an organization.
- ✓ A brand **identifies** who it is, what it **stands for** and the **qualities** that others associate with.
- ✓ A brand can establish an identity **that sets itself apart** and **sparks a connection** with its audience.
- ✓ A brand is represented through:

**Graphic identity // Verbal identity // Emotional expression**





# The Lions brand

---





**Visual Identity:** Lions emblem and color palette

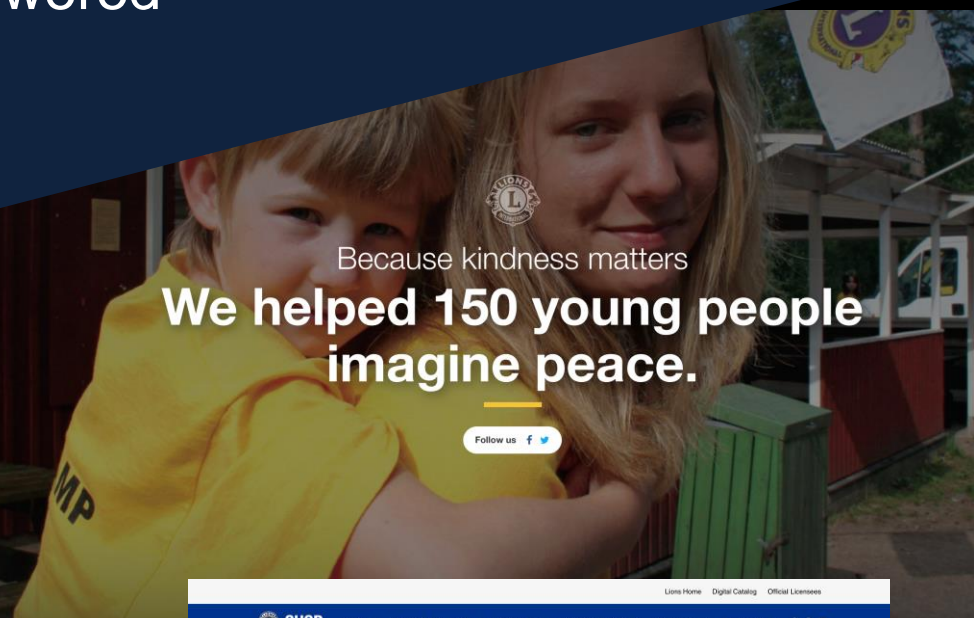
**Verbal identity:** Inviting, inclusive, informative

**Emotional expression:** Inspirational,  
strong, empowered



# Benvenuto

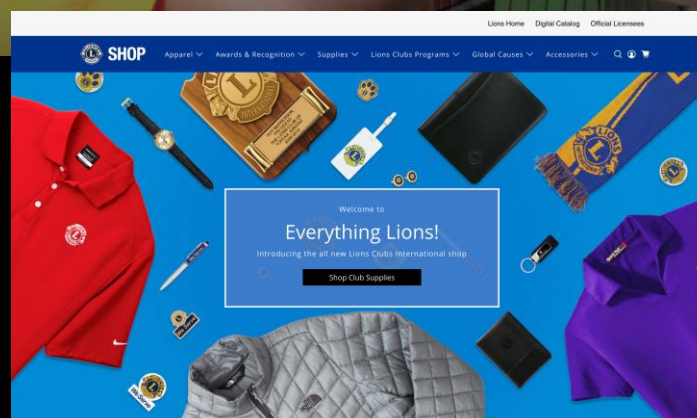
 Lions Clubs International



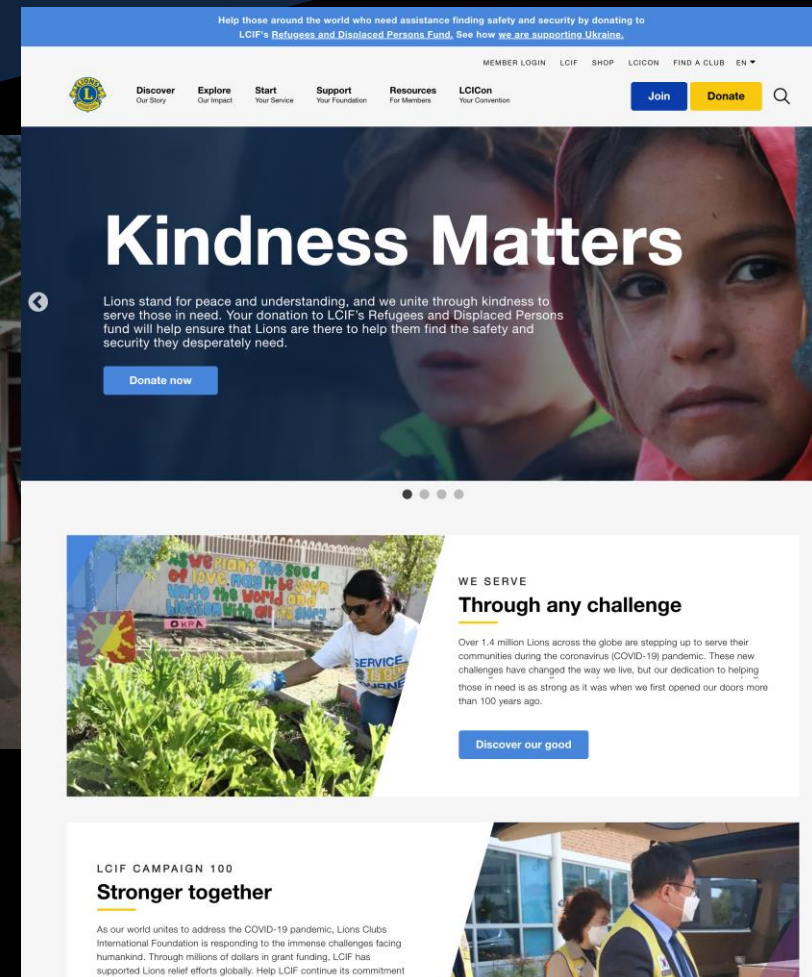
Because kindness matters

## We helped 150 young people imagine peace.

Follow us  



2021-2022  
100% Perfect Attendance Pin







# 3 Keys to Club Marketing

---

# 3 keys to club marketing

---

1

Assign a Club Marketing Chairperson, **but don't limit marketing efforts to one member.**

2

Be on brand, **but also celebrate your club's uniqueness.**

3

Be creative, **but know we've got your back.**



1

# Assign a Club Marketing Chairperson

# Club marketing chairperson resources

## Who makes a great chairperson?

Someone who is motivated and passionate about their club and being a Lion. Someone who is a leader and can involve other club members in marketing efforts.

## Helpful resources

- Quarterly communications from HQ
- Dedicated landing page ([lionsclubs.org/marketing](https://lionsclubs.org/marketing))
- Guide to performing the role
- Interactive Club Marketing Guide
- Brand Assets and logos
- Social media and Brand Advance kits, Lions Press Center and PR tools



### Marketing Communications Chairperson Guide Get Ready for Your Role

As a marketing communications chairperson, you play a dynamic lead role in your club. In this exciting role, you will inspire and motivate new and current members, increase your club's visibility in the community, and lead your club's marketing efforts.

Use your creativity to keep your community informed and engaged in all the activities your club is doing.

#### Success

Your club is better than you. Here are three ways you can promote the key activities of your club.

#### 1. Tell your stories

Lions have the greatest stories on earth. Storytelling is a powerful way to help people understand your club and all the good you are doing for those in need. Authentic human experiences help people connect on an emotional level and inspire change.

#### QUICK TIP

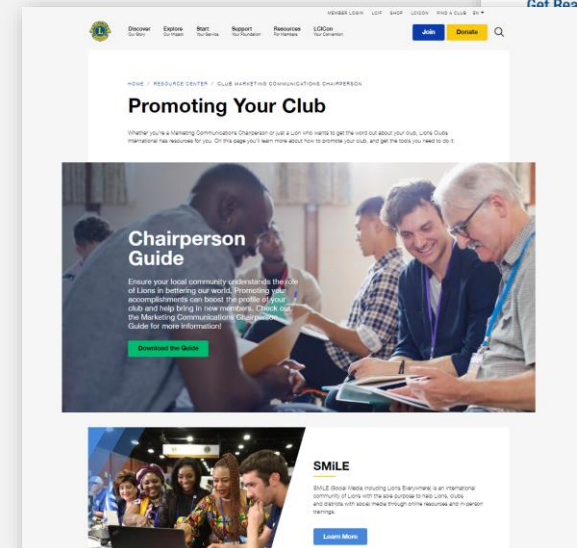
Great photos get attention, so take lots of photos of Lions serving and smiling. Get close when you're photographing for the best images.

#### 2. Promote your membership events

Your club can do more good with more members. Promoting membership events to the community is a great way to make sure that caring men and women show up at your events.

#### QUICK TIP

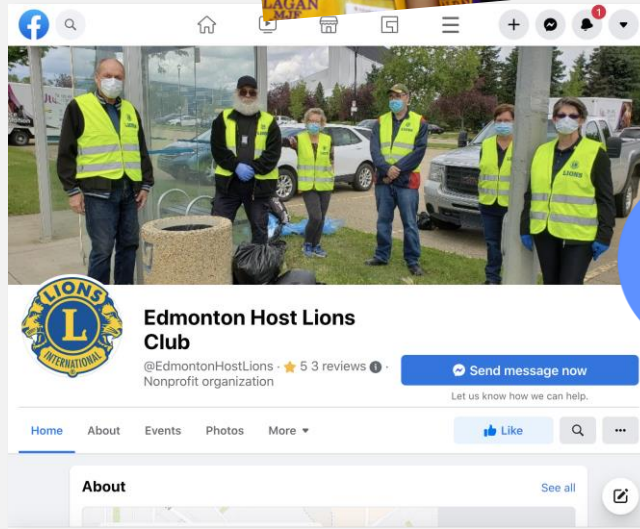
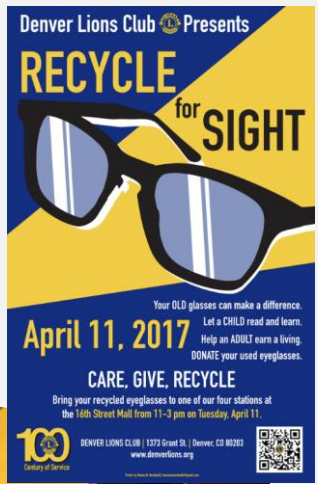
Don't forget that every service project and club event is an opportunity to find new members.



2

Be on brand

# Put your brand to work!





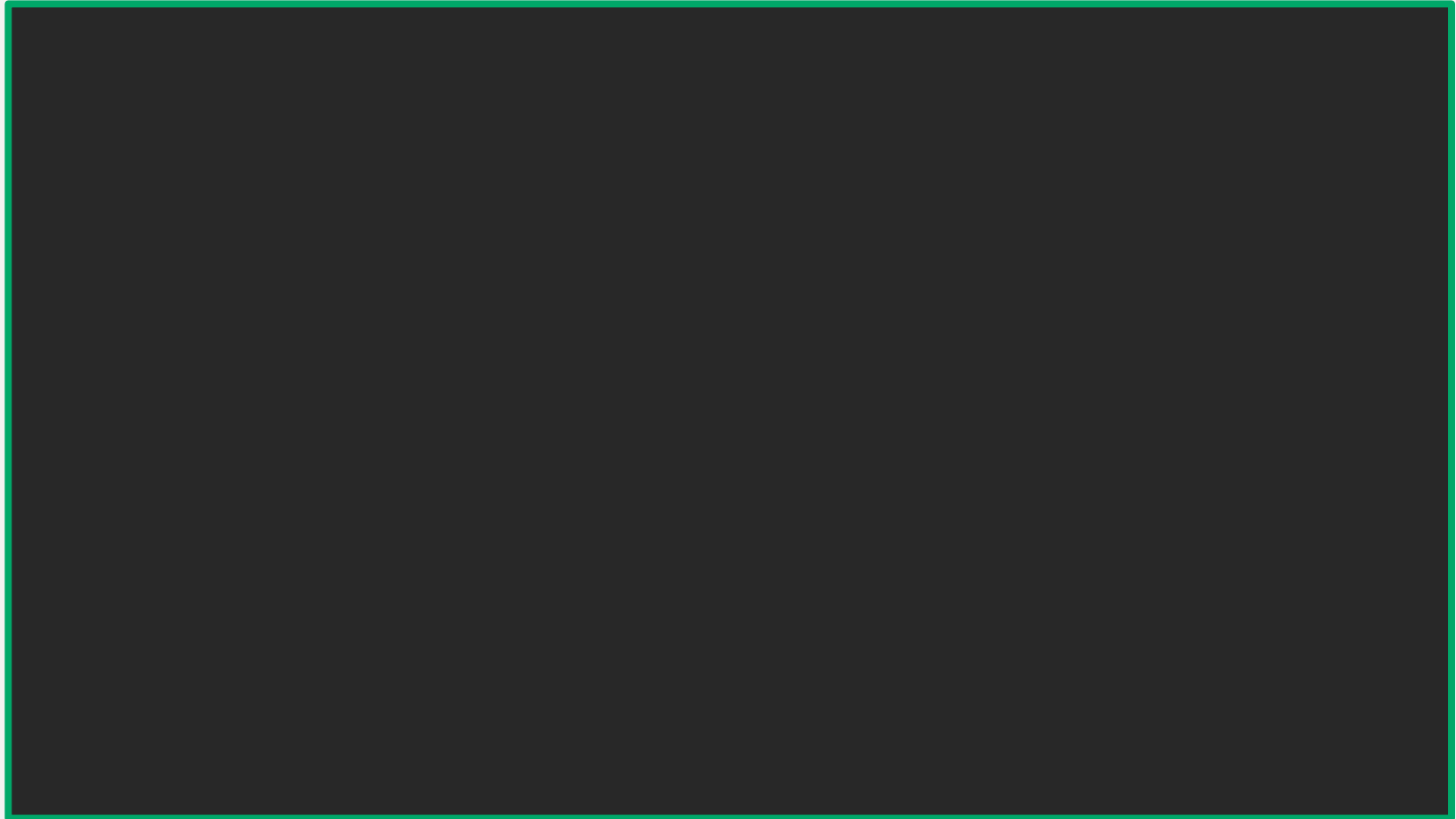
3

Be creative and  
resourceful

***Featured resource:***

# Interactive Club Marketing Guide

[clubmarketing.lionsclubs.org](http://clubmarketing.lionsclubs.org)



# Brand Advance Kit

## Brand Guidelines

- Verbal and visual guidelines
- Logo usage
- Design and photography basics
- Our global causes
- Our Foundation

## Brand Assets

- Logos and icons
- Photos and videos
- Writing samples:  
Facts, stories, summaries

## Brand Resources

- Brand and social media presentations
- Tips, tricks and best practices
- How-to guides and checklists
- FAQs

*When working with vendors or other parties, be sure to share this page and kit!*



The screenshot displays the 'Brand and marketing toolkit' page on the Lions Clubs International website. The page features a dark blue header with the text 'Access the full kit: lionsclubs.org/brand'. Below the header, there is a navigation bar with links for 'Discover', 'Explore', 'Start', 'Support', 'Resources', and 'Coronavirus'. The main content area is titled 'Brand and marketing toolkit' and includes a sub-header 'HOME / BRAND GUIDELINES'. The text describes the importance of maintaining brand consistency and provides a 'Download guidelines' button. To the right, there is a preview of the 'Brand advance kit' which includes sections like '1.2 Mechanics', '3.1 Color palette', and '7.6 Visual expression'. At the bottom, there is a section titled 'Our service, our focus' with a 'View the kit' button.



# Lions International Marketing Award

---





# LIONS INTERNATIONAL **MARKETING AWARD**



# New! Lions International Marketing Award

Compete for global recognition

## What is it?

Award program to **recognize the marketing success** of clubs around the world.

## Who's eligible?

All **Lion and Leo clubs** in good standing.

## What do you have to do?

**Submit an application** detailing a successful campaign to promote a service project or member recruitment event.

***Deadline extended to February 15, 2023.***

## How many winners will there be?

**One winner** will be selected from each of our **eight constitutional areas**.

## Are there prizes?

Each winning club will receive a trophy, \$2,000 USD award to use for marketing and complimentary LCIcon registration for two members plus guest.

## Where can I learn more?

**[lionsclubs.org/marketingaward](https://lionsclubs.org/marketingaward)**



# Takeaways

- ✓ **Marketing and branding are key** for the success of our organization, particularly **at the club level**.
- ✓ It's important for us all to understand the **power of branding** and know the **key aspects of our brand**.
- ✓ We offer a **variety of tips, ideas and resources** to help you represent the brand and promote your club.



# Questions

**MARKETING@LIONSCLUBS.ORG**





Thank You