

LIONS INTERNATIONAL MARKETING AWARD

Congratulations to all the winners
of the
2025-2026 Lions International Marketing Award,
and thank you to all the clubs that submitted their
marketing campaigns for consideration.

CA1

USA

Stockton Healthy Leo-Lions Club District 4 A1

This club focused on optimizing their social media presence with high-energy, AI-generated content to entice new members to join. They dedicated themselves to promoting every single one of their events to the community.

Goals

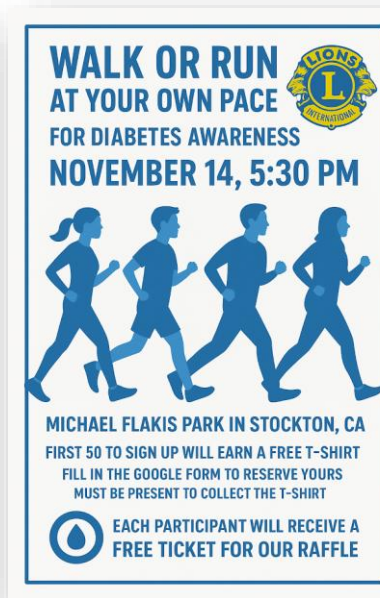
- 5 new members
- Increase SM engagement by 15%

Results

- 5 new members, 10 prospective
- 450 Instagram views
- 40 service projects, 540 hours served



Recruitment social post



Event social posts



Event flyers



Event booth



Lions Clubs International

This club hosted an investiture ceremony to install the new club president and promote awareness in their community. They also used this opportunity to raise considerable funds for their future service projects.

Goals

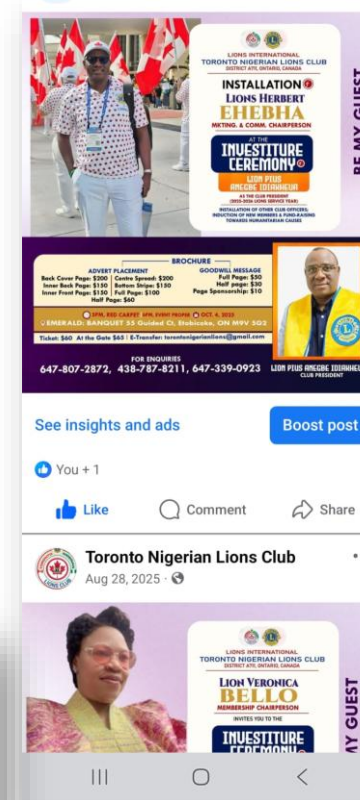
- Induct 20 new members
- Raise \$10,000 to fund service projects

Results

- 12 new members, 9 prospective
- Over 200 people at event
- Over \$13,000 raised at event



Social post invitation



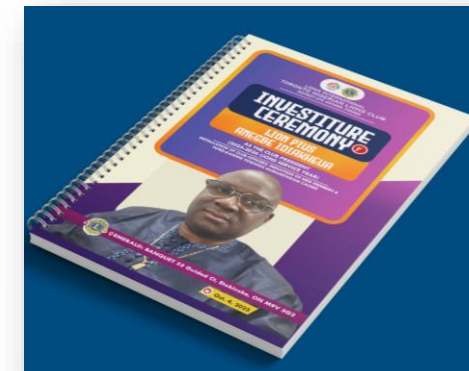
WhatsApp invitation



Media coverage



Flyer invitation



Brochure



CA3

Panama

Club de Leones Panamá Virtual en Valores District D1

This club's campaign promoted fundamental Lion values through outdoor advertising and a strong, branded social media presence. As a result, new members joined their ranks and community donors from the private sector contributed to the club's growth and sustainability.

Goals

- Increase membership
- Strengthen visibility in community

Results

- 6 new members, 7 prospective
- 13,000 video and post views on Instagram



Social media



8 Testimonial videos



Billboards



Lions Clubs International

CA4

France
**Lions Club Challans
Sable et Marais
District 103 CW**

A charitable event bringing together classic car and motorcycle enthusiasts to support training for people with disabilities and boost interest in membership.

Goals

- Boost visibility in community to increase membership

Results

- 6 new members, 11 prospective
- Over 15,000 Facebook views
- Over 7,000 event visitors



Lions Clubs International

Social post



Flyer



Newspaper coverage



Press release



Radio spot



This club's goal was to contribute to "Mission 1.5" by forming a new Lions club made up of members active in a variety of fields and build a local community where people can live safely with pets.

Goals

- Formation of new clubs with a wider range of member profiles that may differ from traditional member targets

Results

- 21 new members, 100 prospective

**うらやすペット&ピープル
ライオンズクラブ
認証状伝達式**

2026年1月10日(土)
10時~12時
新浦安駅前広場

第一部 認証状伝達式
第二部 災害救助犬・介助犬のデモンストレーション
ペットと共に撮影会!!!

「どんな時でも大切な命とハッピーでいたい」
大事な家族であるペットと共に、災害時でも安心して避難し、共に暮らし続けられる
まを目標して、うらやすペット&ピープルライオンズクラブを設立しました。

詳しい会の設立趣意については、浦安に住みたいウェブ版に掲載しておりますので、右側二次元コードよりご確認ください

後援：浦安市

Social media post



Recruitment video

浦安ってこんな街!

【防災の日】ミニセミナー「ペットと避難するには…」参加レポート～社会全体で伴侶動物との共生を考えよう～

8月30日(土) 10:30~11:30、浦安市民プラザWAVE101 市民サロン6にて「獣医師 内田恵子先生」による、貴重なセミナーのレポートです。

今回、「伴侶動物」という言葉を初めて聞いて、華なる愛玩の対象ではなく、家族同様に人生を共に歩むかけがえない存在と認識しました。素晴らしい内容で感動したので、是非皆さんにも知っていただきたいです!

Media coverage



Media coverage

広報うらやす No.1280 2025年(令和7年)12月15日号 5

番号・3歳～小学生または3歳未満の子どもがいる場合はそれぞれ1人1人で、マフラーの浦安市民会館までお越しください。または電子申請サービス「https://apple-e-tune.jp/city/urayasu-chiba-u/」から申し込み。申請書にのみ返信。1グループ1通。問い合わせ先 ☎712・6397

1043888

ライオンズクラブ認証状伝達式
「うらやすペット&ピープルライオンズクラブ」がライオンズクラブ国際協会から認証されたことを受け、認証状伝達式を開催します。

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Event signage



CA6

India Leo Club Chandigarh Fortune District 321F

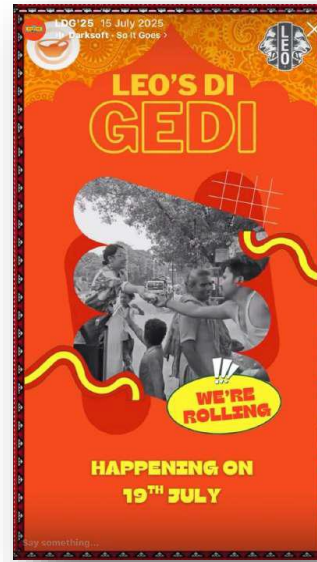
This club's project was designed to ensure consistent offline presence by taking service directly to residential and academic areas across the tri-city. Alongside on-ground efforts, they strategically promoted every activity online through real-time updates, digital storytelling, reels, and posts, ensuring strong digital engagement.

Goals

- Inspire new members to join
- Strengthen offline community outreach

Results

- 61 new members, 100 prospective



Social media



Recruitment flyer



Recruitment brochure



Billboards



Booth outreach



Videos



Social media



CA7

Australia Ipswich Lions Club District 201 Q3

This club delivered a full brand refresh to strengthen their image, increase community awareness, and attract new members. This included a new domain name and website, an updated look and feel across social media, and refreshed promotional materials. By modernizing their approach, they increased their impact.

Goals

- Brand refresh to attract new members
- Increase community awareness

Results

- 2 new members, 5 prospective
- 474% increase of Facebook views
- 254 website visits during campaign



Lions Clubs International



Rebranded website



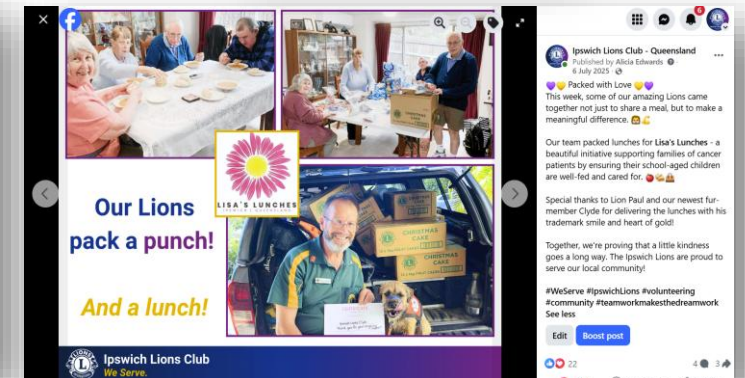
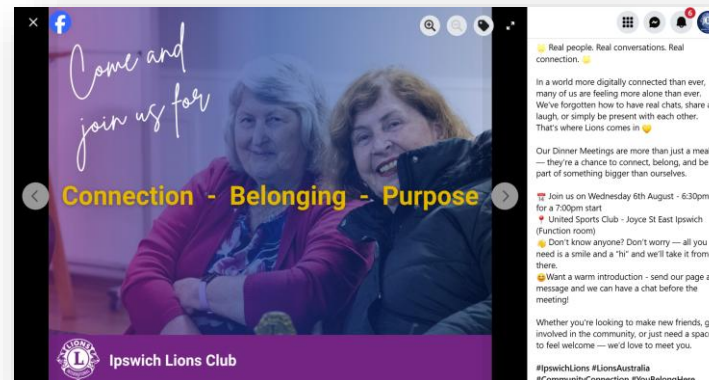
Recruitment brochure



Social media posts



Event flyer



CA8

Ghana Tema Greenwich Lions Club District 418

This club implemented a three-phase campaign designed to generate interest and convert engagement into membership. They highlighted service activities through compelling stories supported by photos and videos, and encouraged members to wear their Lions gear in public places to promote brand visibility.

Goals

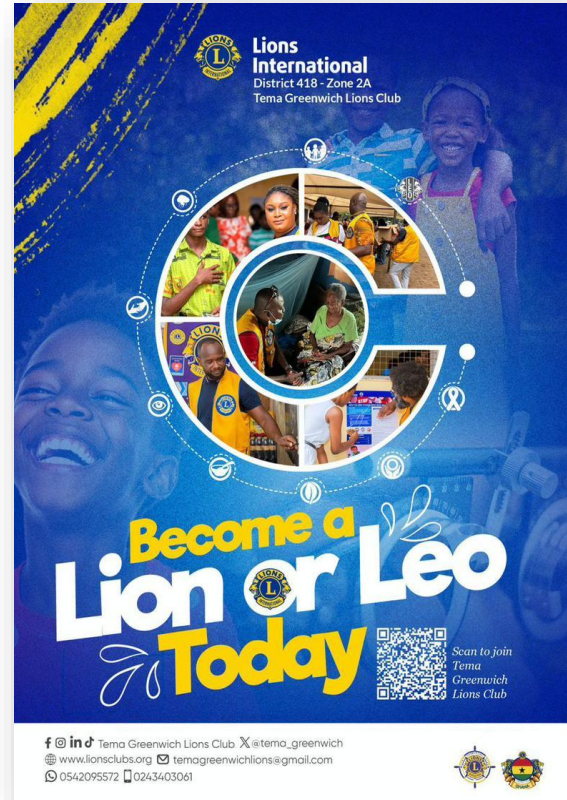
- Induct 8-10 active members
- 100 new Facebook followers

Results

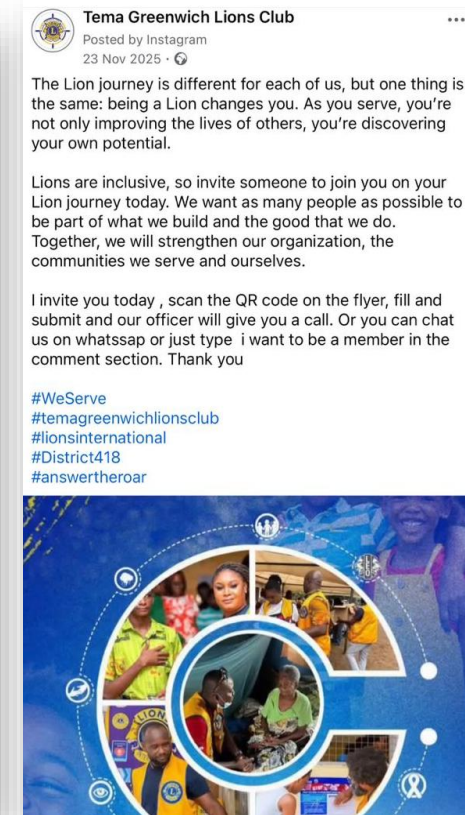
- 4 new members, 26 prospective
- Nearly 600,000 Facebook impressions
- 9,687 FB membership drive impressions



Lions Clubs International



Recruitment flyer



Recruitment social media post



TV coverage



Radio coverage



Newspaper coverage



Online coverage