



# STORIES OF PRIDE

Telling Your LCIF Story



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**FOUNDATION**



# WELCOME!

**Lara Lebeck**

Marketing & Communication Specialist



Lions Clubs International  
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## GoToWebinar **HOUSEKEEPING**

- ✓ **For best quality, use Google Chrome, Mozilla Firefox, or Safari**
- ✓ If you are using Internet Explorer or Edge, see troubleshooting link in chat box
- ✓ Certificate and recording emailed within 24 hours
- ✓ Webinar recording: [lionsclubs.org/virtual](https://lionsclubs.org/virtual)

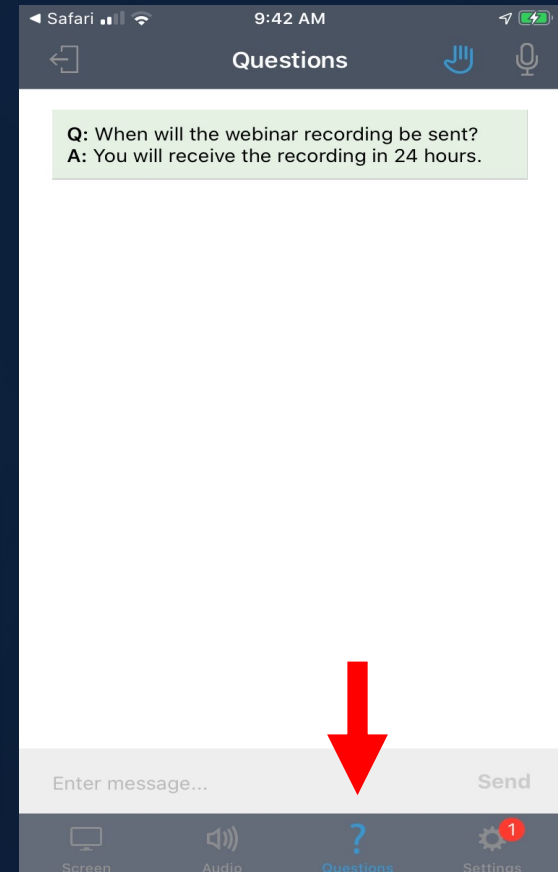
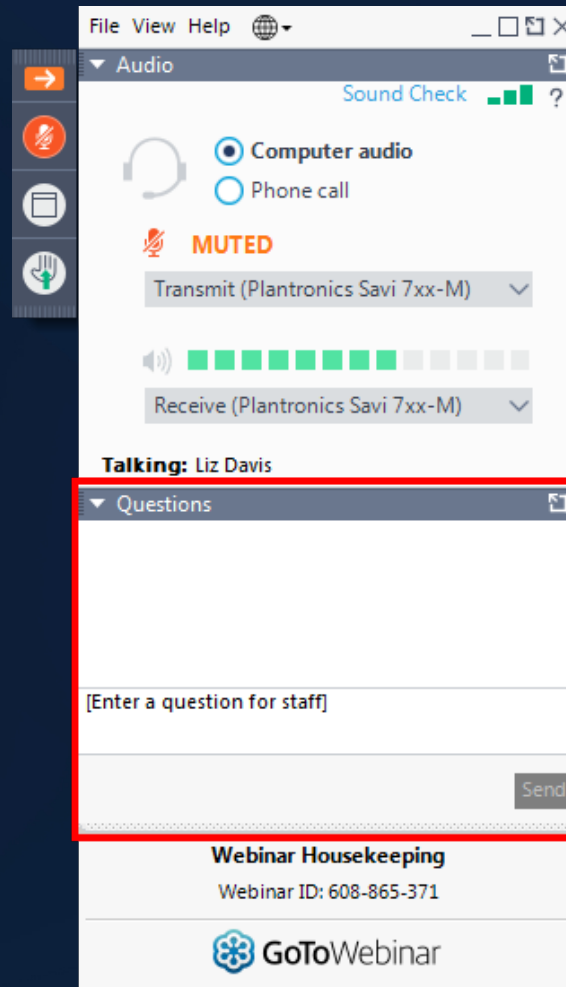


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# GoToWebinar HOUSEKEEPING

- ✓ Q&A session at end
- ✓ Submit questions any time
  - ✓ **Computer:**  
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## GoToWebinar HOUSEKEEPING

- ✓ Download handouts
- ✓ Register for future webinars
- ✓ Take survey!



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# STORIES OF PRIDE

Telling Your LCIF Story

**Guðrún Yngvadóttir**

Immediate Past International President  
LCIF Chairperson



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# WHY WE TELL STORIES







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# TELLING YOUR LCIF STORY

**Robert Littlefield**

Past International Director



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# INTRODUCING STORIES OF PRIDE



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# INTRODUCING STORIES OF PRIDE

**Bill Hatzos**

Senior Marketing Specialist



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**LCIF**

# STORIES OF PRIDE

# STORIES OF PRIDE

- [LCIFpride.org](https://LCIFpride.org)
- [facebook.com/LCIFLions](https://facebook.com/LCIFLions)
- [lionsclubs.org/LCIF](https://lionsclubs.org/LCIF)

**PHASE TWO COMING SOON!**



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# HOW TO PROMOTE YOUR LCIF GRANT



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# HOW TO PROMOTE YOUR LCIF GRANT

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BEFORE YOUR PROJECT BEGINS

# SOCIAL MEDIA POSTS

- **Evoke emotion, and communicate your plans**
- Why this project?
- List who made the project possible (LCIF, local non-profits, Lions)
- Include photo or other visual



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## Lions Clubs International Foundation

May 7

Members of the ABC Lions Club are excited to begin building a sensory garden at our local park! Our club has worked with our local park district for years through clean-up days, flower planting, and community events. Through grants from Lions Clubs International Foundation and a local community foundation, as well as support from local Lions, we will be installing a new sensory garden for ALL children to enjoy. Build day is June 1! Join us >> <https://bit.ly/2SvbQan>



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BEFORE YOUR PROJECT BEGINS

# **PRESS RELEASE**

Remember the basics:

- **WHO** you are
- **WHAT** you are doing
- **WHERE** you are doing it
- **WHEN** you are doing it
- **WHY** you are doing it
- **HOW** you are able to complete the project



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DURING YOUR PROJECT

# PHOTOGRAPHY

Check basics:

- Lighting
- Focus
- Composition
- Resolution
- Storytelling
- Subjects



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## DURING YOUR PROJECT

# VIDEO

Remember basics:

- Review photography tips
- Hold camera steady
  - Use tripod or flat surface
- Make sure audio not muffled



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# PHOTO & VIDEO RESOLUTION


Cancel

## New Message

To: lara.lebeck@lionsclubs.org

Cc/Bcc:

Subject:



This message is 3.5 MB. You can reduce message size by scaling the image to one of the sizes below.

Small (51.0 KB)

Medium (159 KB)

Large (1.0 MB)

Actual Size (3.5 MB)

Cancel



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## DURING YOUR PROJECT **TESTIMONIALS**

- Who is/are your subject(s)?

“I can see everything now. I had no idea how much I was missing before I had these eyeglasses!”

- How has your life changed/will your life change because of this project?



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AFTER YOUR PROJECT ENDS

# SHARE YOUR STORY

- Social media posts
- Press release
- Post to *LCIF: Stories of Pride*
- Send photos, videos, testimonials to [LCIF.marketing@lionsclubs.org](mailto:LCIF.marketing@lionsclubs.org)



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# QUESTIONS



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THANK  
YOU!



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