



# Leo Recruitment Pitch Competition

Are you ready to sell your Leo club to prospective Leos? Record a video of one, two, or a small group of Leos giving a recruitment pitch – and then join the Lions International Recruitment Pitch Competition!

## Timeline

- January: Leo club-level competitions
  - Individual Leos, pairs, or small groups record and edit their video for a club-level competition
  - Leo clubs will host competitions to determine one video to be submitted at a Leo district-level competition
- February: Leo district-level competitions
  - Leo clubs can submit one video to their Leo district-level competition
  - District leadership should serve as the judges but cannot participate in the video
- March: International competition
  - The district Leo chairperson will submit the winning video of their district competition to the international competition by March 15
  - Submission site will be announced soon
- April: Winner announced during Leo Awareness Month!

## Rules

- Videos must be 30 seconds or less.
- Videos must be uploaded to YouTube or Vimeo for the international competition.
- Videos must first be voted on at the Leo club-level competition and then the Leo district-level competition. Only one video per district will be accepted at the international competition.
- Videos can be in any language as long as English captions are added for the international competition.
- The top three winners will be featured on the [Leo playlist](#) on the Lions International YouTube channel and will receive a special surprise from the Young Lions and Leos department at Lions International Headquarters.

## Resources

Many resources exist on the [Leo Pride webpage](#) on lionsclubs.org.

- [Leo recruitment pitch examples](#)
- [Leo recruitment pitch how-to video](#)
- [Leo recruitment pitch resource](#)
- [LAP elevator pitch resources](#)

## Questions

Email [leo@lionsclubs.org](mailto:leo@lionsclubs.org) with your questions!

