



Lions International

Marketing Grant Case Study

CA VIII | MD 411, Uganda | Multimedia Marketing Campaign

(Marketing Grant Awarded in 2024-2025)

Overview

Multiple District (MD) 411 (Uganda) was awarded a Lions International Marketing Grant for US\$5,000. Funds allowed MD 411 to develop both physical and digital marketing tools to increase awareness of Lions International. This campaign was designed to attract a more diverse pool of potential Ugandan Lions, including women and young people. There was also a service angle to this project, with Lions marketing their clubs by beautifying city entry signs around the region.

Goals

1. **Attract new and diverse members:** In addition to bringing in more retirement-age volunteers, the Lions of Uganda wanted to generate interest from young people as well as recruit more women to join Lions. The group also set out to charter new clubs to help with global *MISSION 1.5* efforts.
2. **Promote clubs using multimedia tools:** MD 411 aimed to develop a mix of traditional printed materials as well as digital elements when planning their marketing campaign.
3. **Increase overall awareness of Lions International:** Lions in Uganda wanted to generate Lions International brand awareness by sharing information, posting the Lions emblem around the region and beautifying city entry signs with Lions-branded flair.

Milestones

1. Growing membership

The Lions of Uganda successfully recruited more than 600 new members and chartered nearly a dozen new clubs as a result of their marketing campaign.



2. Creating physical and digital marketing assets

MD 411 aimed to reach as many potential Lions as possible by exploring numerous avenues of marketing. The group landed on traditional printed materials such as T-shirts, flyers, yard signs and the larger city welcome signs, as well as digital elements such as social media advertisements and a rebrand of the MD 411 website.

3. Increasing brand awareness

Ugandan Lions reported an uptick in interest from the community about who Lions are and what they do in the area. The marketing campaign also generated interest from local media, garnering 15 news stories about MD 411.

Media

