

DISTRICT 14-N COMMUNITY RELATIONS PLAN, 2011-2013

GOAL: Throughout the next years, District 14-N will make major strides in becoming a greater community of LIONS throughout each region and zone, through increased involvement, promotion and awareness.

SUBGOAL 1: At the club and district level, increase the visibility of LIONISM through greater media coverage and alternative communication strategies.

SUBGOAL 2: At the club and district level, increase community service programs and projects that offer greater recognition and awareness of LIONS and what they represent locally, statewide and internationally.

SUBGOAL 3: At the club and district level, promote membership growth and retention of the district plan to meet and exceed the 35 clubs/1250 member standard established by Lions Clubs International.

ACTION 1: Encourage all clubs to select a Public Relations Chairperson and to develop and implement a club media management plan.

ACTION 2: Encourage all clubs to select a Community Betterment Chairperson and to develop and implement existing and new local community service programs and projects.

ACTION 3: Encourage all clubs to select a GMT and GLT Chairperson and to develop and implement locally the District 14-N Membership Growth and Retention Action Plan, 2011-2013.

ACTION 4: Encourage all clubs to select a Program Chairperson and to actively participate in the invitation of district chairpersons to speak at monthly meetings about their district programs and their use locally at the community level.

ACTION 5: Encourage all clubs to seek the assistance of the district's Technology/Internet Committee to develop and maintain new or existing club websites and district-wide linkages with other clubs.

ACTION 6: Encourage all clubs to develop and distribute electronic and/or written, monthly or quarterly, newsletters that can be shared locally within the community and district-wide among others.

ACTION 7: Encourage all clubs to develop and implement a visitation schedule to selected clubs throughout the district to share camaraderie among members and discuss successful community service projects collaboratively.

ACTION 8: Encourage all clubs to fully endorse and implement International President Tam's universal LIONS project to plant one million trees this year. The district's obligation will be 1500 trees at 300 new trees per county and will be coordinated through the district's Environmental committee.

ACTION 9: Encourage all clubs to participate in community parades and other community events that will utilize the district float and other opportunities to publically recognize Lionism in our communities, and to offer potential club membership growth.

ACTION 10: Encourage all clubs to create new or revise club brochures, flyers, other promotional material that inform the local community about each club and the services offered by LIONS locally, statewide and internationally.

ACTION 11: Encourage all clubs to utilize public service announcements (P.S.A.) monthly or more, and to utilize frequent media coverage of LIONS community activities in local newspapers, radio, television and electronic/social media opportunities.

ACTION 12: Encourage all clubs and their membership to bookmark their club, district, state and international websites and to faithfully contribute appropriate information on club activities to them; to read and share communications among clubs of the district and to maximize use of electronic media to ensure maximum distribution of positive community service messages about Lionism and the impact we have on people we serve.

ACTION 13: Encourage all clubs to become more active with youth programs and promote opportunities that involve service to youth, including youth outreach, international youth exchange, Leo club development and participation, youth camps, LIONS QUEST and other local projects.

ACTION 14: Encourage all clubs to increase their participation in the youth peace poster and drug poster contests each year.

ACTION 15: Encourage all clubs to support and participate in the District Governor's Projects, Club Excellence Awards, District Governor's Contest, Team Excellence Awards and the 100% Club Secretary's Award programs.

ACTION 16: Encourage all clubs to support and participate in the district's Fall Rally and Party in November, and in the Spring Convention and Party in April; and to attend state and international conventions and forums.

ACTION 17: Encourage all clubs to develop and participate in a "Bring-A-Friend" program to attend local club activities and community events and programs of LIONS.

ACTION 18: Encourage all clubs to create local and district projects and programs that foster international relations and understanding among cultures of the community, and to undertake cultural projects that foster local or ethnic customs such as speakers, concerts, theater productions, art exhibits, community days, handcrafts, ethnic dining and other recognized community-wide initiatives.

ACTION 19: Encourage all clubs to seek and use printed public relations material available from LIONS Clubs International and promote its use for both internal and external communication.

ACTION 20: Encourage all clubs to erect new and maintain existing LIONS highway signs at entrances to communities.

ACTION 21: Encourage clubs to partner with professional agencies and organizations in developing programs to aid blind, visually or hearing impaired persons in their community.

ACTION 22: Encourage all clubs and the district to participate in local annual LIONS sight or hearing events such as LIONS World Sight Day, International White Cane Day, LIONS Eye Bank Week, Sight Night, Helen Keller Day, World Diabetes Day, Beacon Lodge, Leader Dogs for the Blind, Puppy Dog Program, Little Ivy and other public or recognized programs and screenings that demonstrate LIONS association with eye or hearing disability research and service.