



# **PUBLIC RELATIONS HANDBOOK**

**Prepared for the Multiple District 19 Council of Governors**

**To be used as an initial resource by the LEMPR Team  
At the Multiple District and District Level**

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# SECTION A – PURPOSE, INTRODUCTION and DEFINITIONS

## 1 PURPOSE

As the public relations chairperson for your club, zone, or district the time should not be wasted discovering what happened in the past, what to do, where to start or searching for resource materials available.

This handbook is being made available to you to describe the Public Relations endeavors today and to provide information and ideas to you.

## 2 INTRODUCTION

The Public Relations Chairperson is included with the Leadership, Membership and Extension Chairperson to serve as the conduit for supporting the District Governors and sending information to their equivalent District Cabinet Chairpersons. Properly planned and coordinated public relations endeavors may support all areas of Lionism from the club to multiple district level.

District goal setting is now a formal process for new District Governors. In May or June the district governors with their appropriate chairperson will meet with the Multiple District LEMPR team to set attainable goals and follow up with information and help to their zones and clubs.

In January the Multiple District convenes the Council Chairpersons and meets with the District LEMPR Teams. At this time the Vice District Governor has the opportunity to report on the progress of the LEMPR team members. Encouragement to complete projects and the celebration of goals achieved is as important as the need to revise goals for the remainder of the year.

The Vice District Governor, as a key member of the LEMPR Team, are responsible for monitoring and assisting the District LEMPR Team. It is essential for the VDG to select dedicated Lions for the LEMPR team cabinet chairmen to serve the following year when they are District Governor. This selection will determine the effectiveness of their team during their year as District Governor.

Despite meetings at zones, districts and MD 19, activity at the club level is where the effectiveness of the program has to take place.

## 3 DEFINITIONS

**PUBLIC RELATIONS.** The Public Relations Guide from LCI defines public relations as: “All forms of communication – written, verbal and non-verbal. It includes writing news releases and distributing promotional flyers. Equally important are actions often taken for granted, such as wearing a Lions lapel pin and marching in a parade.” In one word public relations is COMMUNICATION.

**LEMPR TEAM.** The Chairpersons of the Leadership, Extension, Membership and Public Relations of Multiple District 19 and similar teams in each district cabinet.

**PUBLIC RELATIONS CHAIRPERSON.** The MD19 Policy Manual contains a detailed list of responsibilities for the Public Relations chairperson and other LEMPR Team leaders. The terms of office and operational requirements are included. There is no written job description for zone or district Public Relations Chairpersons but the MD19 Policy Manual can be modified for them.

## SECTION B – DISTRICT GOALS

### 4 SUMMARY

Before the Lions International Convention each year the District Governor meets with the LEMPR Chairpersons to set District Goals for the following year. Goals are set for individual committees and support for each other.

The Multiple District LEMPR Chairpersons are present at each of the district goal sessions to serve as a resource. At previous sessions it has been interesting to see the similarity of perceived needs by the Public Relations committees. Although overlapping, most public relations endeavors can be considered either internal or external. Internal goals relate to the clubs efforts to inform fellow Lions. A club newsletter is an example of an internal public relations effort. The newsletter keeps the club members up-to-date on club activities and when sent to zone, district or multiple district provides those above club level with current information. External goals relate to the information provided to the general public. A press release to the local newspaper will let the local community know of your activity and how to become a member of your club.

**PREVIOUS PUBLIC RELATION GOALS:** A brief review from 2000 to the present.

#### **INTERNAL:**

Provide a club brochure or handout for each club.

List “old” lions projects. Submit photos and articles for Border Crossings.

Collect all currently available club PR data (bulletins, brochures, etc.) and establish a file showing positive examples of club promotional material.

Encourage clubs to complete scrapbooks for public relations and historical purposes.

#### **EXTERNAL:**

Each club should have a club brochure available to the general public.

Encourage all clubs to provide a banner or sign at work or service projects.

Have a “sandwich board” providing information available at all work parties and service activities.

Update Lions signs, usually at the city limits, to make sure they are clean, bright and the meeting place and time is current. When feasible design and install new signs with city displays.

Develop and institute a plan to positively promote Lions and Lion Activities in various media within local communities, zones, districts, MD19 and LCI.

Produce club public service announcements by video taping club projects.

Use community and business reader boards to promote Lion’s projects. Give the businesses recognition and thanks at your next meeting.

Have business cards printed with club name, meeting time and place.

Wear the Lions pin.

**PREVIOUS COMMUNICATION AND TRAINING GOALS:**

#### **COMMUNICATIONS:**

Serve as a resource for each club, zone PR chairperson, or bulletin editor to insure information reaches all Lions and the local media.

Assure that MD19 and LCI are aware of all district activities.

Encourage each club to produce a monthly bulletin and a brochure or pamphlet to promote community awareness and to attract new members.

Have each club visit at least 2 clubs outside their zones.

List e-mail addresses for everyone.

Send pictures and articles to Border Crossings.

Have members contact a Toastmasters Club and participate in a speechcraft program.

Create a higher profile for District Lions with newspaper articles for each club.

PR chairperson, maintain contact with VDG to assist in monitoring district PR goals.

**TRAINING:**

Develop public relations training for local club, zone and district with the training available to all Lions clubs.

Create a pilot video of club activities.

Make all district lions aware of the public relations media available.

Develop orientation videos.

Provide a list of audio and videos available.

Help train club officers with a toastmasters type program.

Hold a Public Relations Workshop.

These are not all of the efforts we can make to increase public awareness of our clubs but some of the items chosen by previous public relations chairpersons.

## **SECTION C – RESOURCE MATERIAL**

### **5 MATERIAL AVAILABLE FROM LIONS CLUBS INTERNATIONAL**

These materials can be downloaded from the website at [Lionsclubs.org](http://Lionsclubs.org) or ordered from Lions Clubs International.

**Public Relations Chairperson’s Guide: PR710**

This guide is a comprehensive guide to public relations and is a valuable asset for the public relations chairperson at every level. From defining public relations to sample public service announcements and press releases this guide will assist you in your public relations efforts.

**District Public Relations Chairperson’s Kit:           KIT150**

## 25 Marketing Ideas MK-97 5-97

Make sure you have this as a guide. 25 steps include *Exhibit Marketing, Advertising, Group Presentations, Personal Contact, Direct Mail, Membership Campaigns and Quick Market Research*. As a bonus this guide offers 6 steps to develop a successful membership marketing plan.

Audio Visual Presentation	PR 720
Publicity Action for an International Visitor	PR752
Print Ad Kit	PR 760
Clip Art	PR 761
International Contest Rules	PR 763
Public Awareness Print Ad Kit	PR 766
LCI Publications List	PR 767
Look at Lions Now	PR 770
Peace Poster Contest Brochure	PR775
Public Relations Matching Grant Program	PR 9221
Your Club's Web Site – A Quality PR Tool	PRWEBBOOKLET
Developing A Club Marketing Brochure	MK-20B 2-98
Brochure Guide	MK 20A

## 6 MD 19 AUDIO TAPE LIBRARY

There are currently audiotapes from the USA/Canada Forums and videotapes from LCI and the annual conventions at the MD 19 office. Copies will be loaned to Lions for listening or as mini-programs at training sessions. There is a \$4.00 charge for copying and mailing. Each tape remains the property of MD 19 and you are encouraged to pass the tapes to other Lions for their use or return them to the MD19 office.

These tapes were recorded during live sessions with no editing. The visual aids are missing, time is lost when the tape is reversed, discussion groups are not available and in general most are not suitable to present as a program. However, they contain a great deal of information for use as background material to help in preparing your presentation.

If you would like a listing of these tapes e-mail PDG Jim Reinecke at [efrojr@yahoo.com](mailto:efrojr@yahoo.com) or call 1-360-423-5964 and you will be sent a copy.

## SECTION D – DOING IT

### 7 PREPARING A CLUB BROCHURE

**Have a Meeting!!** The public relations chairperson can lead a brainstorming session with all or many of your members present. More experienced members can provide historical facts for your group while your current leaders can describe your current events and your future goals. If you have club photos that are interesting bring those to the meeting with Lion's clip art.

Your goal is itemize facts about who you are, your history, what the International organization is, what your club does, where and when you meet, and any other positive information about your club.

#### CATEGORIZE AND WRITE EVERYTHING DOWN!

Let's create a fictional club and list as many facts as we can.

Name:	Liontown Lions Club
Location:	Liontown, Washington 98888
Meeting place:	Greases Restaurant 111 Main Street

Meeting date: First and Third Tuesday Noon  
 History: Chartered in November 1972  
 PDG Pat (Mad Dog) Allen first club president  
 We are a part of Multiple District 19  
 Sponsor: Mud Flat Lion's Club, Mud Flat, Idaho 83333  
 International Get a copy of the current Lion's magazine and read  
 Facts: it.  
 Community Scholarships, built the community center, provide  
 Efforts: food for the food bank, scholarships, Easter egg hunt,  
 eyeglasses, Lion's park, "slug days" festival, multiple  
 screening unit, swimming pool, wheelchair ramps.  
 International 5 Melvin Jones recipients, White Cane Days, Golden Ear  
 Efforts: Days, the CARE program.

**NOW LIST THIS INFORMATION WITH A HEADING FOR EACH CATEGORY.**

**LION'S CLUBS INTERNATIONAL**

We are a part of the International Association of Lion's Clubs, the largest service organization in the world. Within this organization we support world-wide humanitarian efforts through the Lion's Club International Foundation.

**MULTIPLE DISTRICT 19**

Our Club and District are located within Multiple District 19, an International organization with nine Districts in Washington, British Columbia and Northern Idaho. As a part of Multiple District 19 1972. we support the B. C. Society for Children with Disabilities, Lions of B. C. Hearing Conservation Society, Lions Sight and Hearing Foundation of Washington and Northern Idaho, Lions Foundation of Canada, Lions Youth Outreach Foundation, Youth Exchange Foundation and CARE.

**WHAT WE DO IN LIONTOWN**

Scholarships  
 Built and Maintain the Community Center  
 Provide food for the local food bank  
 Provide food baskets for the needy  
 Easter egg hunt for local children  
 Provided eyeglasses for those in need  
 Maintain Lion's Park  
 Coordinate Liontown's annual "slug days"  
 Hosted the Lion's Multiple Screening Unit for the 4<sup>th</sup> of July  
 Built the local swimming pool  
 Built three wheelchair ramps  
 Built a boatramp on slimey slough

**LIONTOWN LION'S CLUB  
 Liontown, WA 98888**

**WHO WE ARE**

Local residents supporting the humanitarian needs of our community. We are affiliated with International Association of Lions Clubs with 1.4 million members members in 174 countries and geographical areas.

**OUR HISTORY**

The Liontown Lion's Club was chartered in The Charter president was Pat (Mad Dog) Allen. Our sponsoring club was Mud Flat Lion's Club of Mudflat, Idaho. Since our conception we have continued to serve our areas need and contributed to the needs of the international community.

**OUR INTERNATIONAL EFFORTS**

Five members are Melvin Jones Fellows.  
 Support White Cane Days  
 Support Golden Ear Days  
 Gave money to the CARE program

**JOIN US**

We meet the first and third Tuesday at noon at Greasies Restaurant in downtown Liontown. Visitors are always welcome. For further information call Lion Horace Baumgartner at 555-4321

**THIS INFORMATION WITH LOGOS, PHOTOS AND/OR CLIP ART CAN NOW BE PUT TOGETHER AND COMPLETE YOUR BROCHURE.**

Do not crowd the material, leave plenty of open space.

If you have no computer literate members use scissors to cut the items out and paste them onto 8 \_ by 11" paper to be tri-folded. Make an original copy and use "white-out" to cover the edges of the paper cuts before copying. Copy on light colored paper.

Most members today use computers. This makes cut and paste as simple as moving the parts of your brochure into position with the computer and printing them out. You may also copy this information to pre-printed brochure forms from LCI.

Proof read everything, then proof read it again, then have someone else proof read it. Nothing presented to the public should have an error.

This document has many uses. Have it available at work projects and service activities to give to interested non-Lions, new members will have a brief review of your club and the brochure can be left at community locations (libraries, doctors offices, etc.) for members of your community to read and better understand your club.

Date the brochure and subsequent updates.

## 8 PREPARING A CLUB BULLETIN (NEWSLETTER)

An invaluable tool for informing your club, district, zone and MD 19 about the activities of your club the bulletin will also allow you to recognize the efforts of your members.

The Public Relations Chairperson's Guide states that the "newsletter should include timely, relevant information and make members feel good about being a Lion. Include a calendar of events. Highlight upcoming events and report the results of recently completed projects. Report on funds raised and explain why specific project were (or weren't) successful".

Your club bulletin should appear professional and should be a credit to your club and Lionism in general.

### WHAT MAKES A GREAT BULLETIN?

**AN EYE-CATCHING MASTHEAD:** Look at your local newspaper. At the top of the front page is the masthead. You want to use logos, names and information that will tell the public who you are and catch their attention. You should use your club name, the editor of the bulletin (And where to reach the editor), and the issue date and/or publication number.

**GRAPHICS:** Use photographs of your club in action, graphic art, logos and open space to add eye-appeal to the bulletin.

**IMPORTANT INFORMATION:** Provide information that helps the reader understand what your club does and articles about the International Organization. Recognize the members of your club and their accomplishments whether Lion related or not. Provide a calendar of events and report on past events. Have frequent comments by your club officers detailing the work of the club. Many clubs provide a membership roster on the bulletin with telephone numbers to help members contact one another.

**SIZE:** Depending on that amount of information you have each issue you can either use 8 1/2" x 11" paper or 8 1/2" x 14" paper. For the shorter paper you can tri-fold the bulletin for mailing and the long paper can be folded in fourths. Leave one side of the back of the bulletin blank for mailing information. Do Not staple the paper at its edges, many post offices will not take them with staples.

**PRINTING:** If a club member has a printer available they may print it for you at low cost. Otherwise take the bulletin to a professional printer.

**POSTAGE:** Postage can be a problem. For large clubs, meeting weekly, the cost can be prohibitive even with bulk mail. You can save money by handing the newsletter out at your meetings and mail to those not in attendance. If the majority of your members have computers you can also provide the bulletin on your website or e-mail it directly to your members.

## 9 PRESS RELEASES (See attached list of newspapers)

Your public relations committee should submit a press release to your local newspaper after every significant event. In many rural areas you may not have a newspaper directly in your community. However, drive around and read the name on the newspaper boxes and you will get an idea of which paper serves your area.

**CONTACT THE NEWSPAPER.** Determine what they are looking for. They may have a written guide specifying what will be printed and what will be rejected. Most newspapers have a “community” or “this day” section with a specific editor. Find out who this person is, contact them and they will help you with your release.

**BE BRIEF.** Keep your information clear and concise. Answer the questions of Who?, What?, When?, Where? and How? in the first two paragraphs. Additional information should be provided in subsequent paragraphs. Always add a statement stating where and when your club meets and that the public is invited to attend. When submitting your news release include “FOR IMMEDIATE RELEASE” at the top left of the page and provide a contact person for any follow-up questions the paper may have. If possible submit the release through e-mail.

## 10 PUBLIC PRESENTATIONS

As a leader in your club you can expect to present information to that group. Additionally you may be called on to speak to outside organizations that want to hear about your club’s activities. You should understand the fundamentals of public speaking to provide the public with a positive impression of the Lion’s clubs.

**TOASTMASTERS.** Check in your area to see if there is a Toastmasters Club available. They can provide your club with an eight week program called “Speechcraft” that will give your leadership the basics of public speaking. If there is no outside help, practice your speaking skills with your club.

**TIMELY TIPS.** Here are a few reminders to help you with your presentation:

### KNOW WHAT YOU ARE GOING TO SAY.

Have an Introduction. Body and Close to your presentation.

Know your audience. Of course within your club environment you know your members. But outside of your club make sure you understand the makeup of the audience.

Use an Agenda. An agenda provides a blueprint to your work.

Use Notes. Don’t read your talk but refer to notes to prevent errors.

Practice. Speak to every group that you can.

### APPEARANCE.

Always stand when speaking.

Dress appropriately. Your attire should conform to the group but dress professionally.

Use forceful gestures. They will add to your presentation.

### AVOID PITFALLS.

Don’t talk to fast or to slow. Talking to fast you may not reach some of your audience, to slow and you’ll lose all of them.

Speak loud enough to be heard by everyone.

Don’t use verbal pauses. Uh, okay, you know, like, or all verbal pauses. silent pauses work, your audience will start concentrating on, and counting, your verbal pauses.

Stay on the subject. You are generally speaking about one subject, don’t stray into other areas. Notes and an agenda will help prevent straying.

Avoid mannerisms. Mannerisms are any body motions that distract from you talk. Gestures are good, repeated over and over they distract. Remember, when you are speaking to an audience the adrenaline flows and amplifies what you are doing. Slow down.  
Maintain eye contact.

**PRACTICE, PRACTICE, PRACTICE.**

**STAND UP – SPEAK UP**

## **11 TEN TIPS TO BUILD PUBLIC RELATIONS**

1. Get the Public Relation's Chairperson's Guide and read it.
2. Wear your club pin.
3. Have a club brochure to hand out at gatherings.
4. Have a "sandwich board" or sign identifying you at work parties.
5. Provide the local media with information about your activities.
6. Let your members know what is going on with a club bulletin.
7. If you have community access television use it.
8. Update the Lion's sign at your community entrance.
9. March in parades and participate in fairs, etc with information.
10. If you are presenting training sessions on public relations, have the members do – Not listen.