

Issued by the Multiple District
Marketing and PR Team



PLANNING....

Failing to plan is planning to fail. Our aim is to give every Club the opportunity to join in MD-wide events; promoting both themselves and our organisation across the British Isles & Ireland.

LET'S SEE WHAT'S COMING...

Issue 3
September 2010

What's In This Time?

World Sight Day 2010

Ask MDHQ for posters

Tell MDHQ your plans

Are Specsavers near you?

Lions Awareness Week

Have you spoken to your local library?

Recruitment Posters

From MDHQ, based on our Telegraph advert.

Message In A Bottle

The No.1 hit on our website – banners now available!

Looking Further Ahead

RBL Poppy Party 2011

10th – 12th June

A nationwide event that the Royal British Legion are asking us to join in.

**COUNTDOWN
TO 2020**

WORLD SIGHT DAY 2010 – 14 October

Although World Sight Day is Thursday 14th October, we are asking every Club to hold an event on the following weekend – 16th/17th October - which also marks the end of Lions Awareness Week.

Please contact MDHQ if you need help with promotional material.

Please let MDHQ know what you are doing, so it can be listed on our website.

One Club has an excellent offer from Specsavers, who are providing special glasses that simulate various eye diseases, plus an eye testing machine to see if you are fit to drive without spectacles plus a Specsavers goodie bag which will contain a leaflet about the Club.

Can you get a similar deal with a branch near you?

Lions Awareness Week – 9th to 17th October 2010

Hopefully you will have all received your FREE car sticker with LION magazine.

One Club simply walked into their local library and were given space in the entrance hall for some boards and a roller banner for the whole week.

All they had to do was ask....

Regular updates on our efforts in Haiti and Pakistan are issued to every Club, usually through the District Secretary, for release to your media.



THE MEDIA WANT STORIES OF US COLLECTING THOUGH – NOT DONATING!

MESSAGE IN A BOTTLE – THE No.1 HIT ON OUR WEBSITE

We would like to be known for a wide range of ventures that Lions are involved in. The public, however, have decided that it is 'Message In A Bottle' (MIAB).

Month after month, other than membership enquiries, it is the No.1 hit on our website with 40% of the visits.

Now we have produced new leaflets and matching roller banners (which can be customised to your Club) to promote the scheme.

And, because you are using them to promote the scheme and encourage people to take free bottles, you can purchase both leaflets and banners out of your Charity account.

LIONS CLUBS INTERNATIONAL
BRITISH ISLES & IRELAND



**get your
free**

**MESSAGE
IN A
BOTTLE**
IT COULD HELP
SAVE YOUR LIFE



For more information contact
0845 833 9502
or visit our website
www.lionsmd105.org

PRIDE IN THE COMMUNITY

Have you reached the stage in your life where you would like to put something back into your community?



Would you like to get involved in the organisation of major community fundraising events such as the community award fireworks display, the local carnival, annual Summer Show?

Can you work with other ordinary people to achieve amazing things and make a real difference for those less fortunate than yourself - such as the elderly, youth, disabled or a special community project?

Or maybe fund raising for providing financial support for worldwide projects related to improving sight, street children, medical research, disaster relief etc - our 900 Clubs in the British Isles and Ireland have already donated US\$ 600,000 to Haiti rebuilding.

Do you and your partner like to participate in regular local social events? Our objective is to have fun as well as providing community support.

If your answer is YES, maybe now is the time to consider joining your local Lions Club, part of Lions Club International the largest voluntary organisation in the world with over 1.3m members worldwide and over 18000 members in the UK. There will be a Lions Club located in your town or nearby.

If you would like to learn more (without commitment) your local Lions Club members would be more than happy to meet with you and perhaps your partner or other friends/ work colleagues.

Please contact Janet Davies on
0845 833 7521
or visit our website:
www.lionsmd105.org

RECRUITMENT POSTERS

Our investigations have shown that a large number of 'Over 55s' are looking for something worthwhile to do. Consequently, we placed an advert recently in the Daily Telegraph retirement supplement that attracted many enquiries.

A poster based upon the advert, which can be customised to your Club, is now available from MDHQ or you can download it from the MDHQ website.



Lions Clubs International
British Isles & Ireland

And finally....looking forward to 2011

The Royal British Legion are planning to celebrate their 90th Birthday with a "Great Poppy Party Weekend" from 10th-12th June and have invited us to be partners in the event.

District Secretaries will receive information shortly to send to all Clubs so that you can download the brochure and register your event.

Please put the dates in your diary and start planning your party in support of this very good cause. Thank You