



Lions Clubs International
FOUNDATION



THE LIONS GUIDE TO PROMOTING A LCIF GRANT PROJECT

Congratulations! You have received your grant and are preparing for your service. An important step in getting the most from your grant is letting the community know about your impact! Promoting your service is helpful in several ways:

- Shows the impact Lions make in the community
- Helps spread the word about a need in the community
- Inspires others to take action for the cause
- And an added bonus... completed grant reports with high-resolution images, videos, and testimonials can be shared internationally in LCIF feature articles, blogs, and other communications!

Below are a few different ways to promote your project and how to do it.

BEFORE YOUR PROJECT BEGINS

FACEBOOK POST (or any other social media post)

For a social post in advance of the project, you want to invoke emotion and provide information to communicate what you are doing in the community. *So how do you do this?*

- Clearly state why Lions have chosen this project.
- Data on the issue can be helpful in illustrating the need within the community.
- A captivating post will include a bright photo of Lions serving their community or issue the project will address.
- List who made the project possible (Lions and LCIF).

[VIEW EXAMPLE](#)

Note: Encourage other Lions, clubs, districts, and multiple districts to repost or “share” social media posts to spread the message.

PRESS RELEASE - *an official statement issued to a news source giving information on a particular matter*

Let your community know exactly what your project will do. Write a press release you can distribute to local newspapers, radio stations, television news stations, or community bulletins. Press releases are typically informational in nature and pique interest of the reader. *So how do you do this?*

- Remember the basics:
 - **WHO are you?** Describe your club, district, or multiple district
 - **WHAT are you doing?** Explain the project
 - **WHERE are you doing it?** List the location or name of community partner
 - **WHEN are you doing it?** Provide the date and time
 - **WHY are you doing it?** Describe the need you are addressing
 - **HOW are you able to complete the project?** Mention the funding through LCIF!
- Adding in a direct quote from the club or from the beneficiary will provide more context and provoke interest!

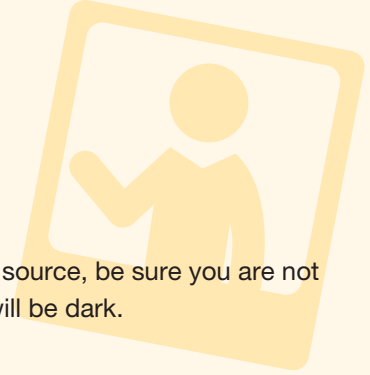
Use this press release template to help get you started: [DOWNLOAD TEMPLATE](#)



DURING YOUR PROJECT

PHOTOGRAPHY

Photos provide personal insight into the project and bring your story to life. A strong photo should evoke emotion or tell a story without the need of a caption. *So how do you do this?*

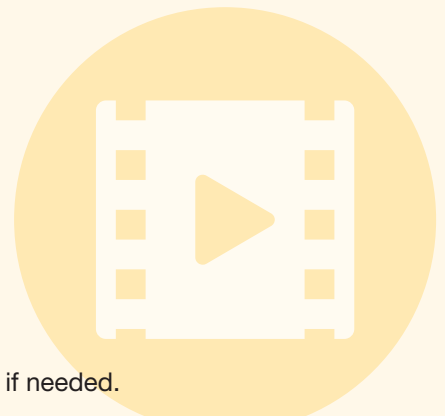


- Check the basics:
 - **Lighting:** The subject needs to be well-lit and clear. If there is a strong light source, be sure you are not shooting the camera at the direction of the light source, or your subjects will be dark.
 - **Focus:** Use your camera's settings to focus on your subjects.
 - **Composition:** Be sure your subjects are fully in-frame. Be sure you can tell who is there and what they are doing.
 - **Resolution:** A professional camera is best but most new model cell phones also have sufficient cameras.
 - **Storytelling:** What can you capture during this project that is unique to your club? Your community?
 - **Subjects:** Photos of Lions in action or of beneficiaries are ideal.
- An **ineffective photo** is a dark, blurry photo of someone in front of a sign, holding a check, or a photo of equipment by itself.
- A **compelling photo** is a bright, clear, in-focus photo showing a Lion actively participating in the project action. [VIEW EXAMPLE](#)

Note: Be sure you have permission to take the photo. For children, you will need their guardian to sign a release form. [DOWNLOAD FORM](#)

VIDEO

Like photos, videos give life to the project. Videos are a great option for projects that include a large group of Lions volunteering or beneficiaries actively being served. A strong video can capture real-time emotion and the energy of the project. *So how do you do this?*



- Have the basics in mind:
 - Review the photography tips; they are also important for video.
 - Hold the camera steady. Use a tripod or another piece of equipment, if needed.
 - Make sure the camera's audio is not muffled. Protect the camera from wind and make sure the microphone is directed at the subject in a noisy environment.
- An **ineffective video** is a shaky video with poor lighting and audio, and without focus on anything in particular.
- A **compelling video** focuses on a particular action, person, or thing with a crisp picture, bright lighting, and sound. Example: [VIEW VIDEO](#)

Note: Be sure you have permission to film. For children, you will need their guardian to sign a release form.

[DOWNLOAD FORM](#)

TESTIMONIALS - a person's written or spoken statement of an experience

Personal testimonials capture attention and let the readers know how your project impacts the community. A first person quote can strengthen a story, bring validity to the project, and capture emotion and impact. *So how do you do this?*

- Remember the basics:
 - Subjects:** Those who are in charge or are in a position of authority bring validity to your project. Those who are the beneficiaries or Lions who complete the service can capture the emotion of the day.
 - Listen:** During the project, listen to what people are saying. The best quotes happen naturally. Maybe a beneficiary is stating how much this project is helping them. If you hear something interesting, ask if you can quote them.
 - Ask:** If you do not hear much talking, find someone of interest, and simply ask if they would be comfortable answering a few questions. After finding someone of interest, ask open-ended questions and if you can quote them in a potential story.
- An **ineffective question** is a yes or no question and does not provoke details or emotion.
- A **compelling question** is open-ended and allows the respondent the opportunity to provide details which can spur emotions.

Types of questions to ask:

- What has your experience been today?**
- How did you become involved with the Lions?**
- What was life like for you before this project?**
- Why did you become involved with this project?**
- What is an example of a problem this project solved?**

Note: Always make sure to get their name and how they are associated with the project.

- Good testimonials:
 - "I can see everything now," says John, a sixth-grade boy. "I had no idea how much I was missing before I had these eyeglasses!"

[MORE EXAMPLES](#)



AFTER YOUR PROJECT IS FINISHED

CALL TO ACTION FACEBOOK POST (or any other social media post)

Call to action - an ask to do something in order to achieve a desired result or deal with a problem

For a social post after the project, you want to evoke emotion to increase the chance you will be successful with your call to action. A captivating post will include a bright photo of Lions serving their community, an explanation of the project, and who made the project possible (Lions and LCIF). *So how do you do this?*

- Use your photos, videos, and testimonials!
- Tag any other groups, volunteers, or individuals to spread the word.
- Make sure your call to action is clear.
- Good calls to action:
 - "Learn more about our Foundation at lcif.org"
 - "If you want to learn more about the Lions Club of XXX, call X."

[MORE EXAMPLES](#)

