



"LIONS IN SIGHT" CAMPAIGN
Message from Lions International
President Eberhard Wirfs



Get ready to come out of your dens and roar! Lions In Sight is fast approaching.

What is Lions in Sight?

Most people know Lions very well for our work in sight, but too often we are not 'in sight' of the public. Some Lions even say we are a 'best kept secret'. So to increase our visibility, I have asked all clubs and districts worldwide to organize public awareness events during the last two weeks of January 2010 in a special campaign called **Lions In Sight**.

The goal is very simple -- to raise public awareness to who we are and what we do.

To help you get ready, a special Lions In Sight section on our web site has suggested activities, promotional ideas, and helpful tools such as sample press releases, downloadable posters, newspaper ads, a new billboard advertisement, and other materials.

It's easy - 3 steps are all it takes for a successful

Lions In Sight event:

1. Tell the public about your club by placing an ad in the newspaper, putting club posters in shop windows or public places, or by issuing a press release to your local newspaper or television station.
2. Hold a community open house or set up a Lions information table at a public place where Lions can greet people and inform them about Lions activities and who we are.
3. Organize a project to which the public can be invited to see Lions in action and experience our kind of fun and service.

Above all, be creative and use your network of Lion friends to generate ideas for interesting events and winning promotions.

By raising our visibility in the 45,000 communities we serve during this special campaign, we can introduce our great organization to thousands and thousands of service-minded people like us.

So again, Lions, let's together come out of our dens and roar... as we "Move to Grow".

With cordial regards,

Eberhard J. Wirfs, International President
 Lions Clubs International

MOVE TO GROW

