

**Club PR and the Internet—A Basic Outline**

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**THE INTERNET is an important piece of a comprehensive PR plan, one which we need to use more effectively.**

**I. WE'RE PLAYING CATCH-UP**

- A. Comparison: Ohio vs. West Virginia. Amazingly, Lions Clubs in West Virginia are way ahead in their use of the Internet for district and club PR. MD13 has just recently activated its Web site. Will the clubs and districts follow?
- B. The Challenge: Every club and district in Ohio online by the end of club year 2001-2002.
- C. What's at stake? One of our major institutional problems is our failure to embrace new trends. If we don't move forward into the Internet generation, we will inevitably become less competitive and less attractive to potential new members and the community-at-large.

**II. LCI WEB SITE ([lionsclubs.org](http://lionsclubs.org)): A POWERFUL RESOURCE**

- A. Features of site: Online filing of membership reports; online club supplies ordering; Lions Learning Center; biographies of present and past officers and directors; membership growth and leadership training tools; links to all International Headquarters departments; details on LCIF and international service projects; LCI press releases; convention and forum information and registration forms; calendar of events; complete international directory (officers and meeting info for every club in the world).
- B. Of special interest to club PR chairs: online newsletters; PR ideas; message boards and chat rooms; growing library of downloadable brochures, forms, print ads, logos, artwork and audio PSAs.

**III. STATE LIONS WEB SITE ([ohiolions.org](http://ohiolions.org))**

- A. Online in May 2001; constantly being upgraded with new features.
- B. Content outline: Links to all Ohio district and club web sites; photos and bios of past international officers and director and current District Governors; complete state directory; calendar of state events; downloadable registration forms for Fall Conference and State Convention; individual pages for all state committees and foundations; online newsletter; resource libraries in such areas as membership, leadership and public relations.

**IV. GETTING YOUR CLUB ONLINE**

- A. You as club PR chair need not have the technical expertise. Other Lions in your club may already be knowledgeable and involved in Web development—seek them out. There are also Lions in other nearby clubs in your district who would be available to share their expertise.
- B. International resources available: LionServe.org or LionWAP through LionNet.com
- C. Approach local ISPs or web hosting services for assistance.
- D. Content suggestions: Officers directory; club roster; lists of special honored members (charter members, MJFs, International or State Award Winners, PDGs); meeting date/time/location; membership committee contacts; descriptions of fundraising and service projects; online newsletters; links to LCI, MD13, LionNet, etc.
- E. Tips for a quality site: keep site regularly updated; encourage local libraries, chambers of commerce; government agencies; media outlets, etc. to add links to your site; include your Web address on all club publications.

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### **V. DON'T FORGET E-MAIL**

- A. Maintain updated lists of club members' e-mail addresses. Use for distributing newsletters; communication between meetings. Use E-mail and/or instant messaging to improve committee performance.
- B. Check with local media outlets to see if they accept PSAs or news releases via e-mail. Follow each outlet's prescribed policies.

### **VI. CONCLUSION**

The Internet and E-mail are important additions to your club's PR program, but they are NOT a replacement for the traditional PR techniques or quality personal contact.



**PUBLIC RELATIONS RESOURCES**