



MULTIPLE DISTRICT 410 – 2023/2024

REPORT TO COUNCIL OF GOVERNORS MEETING

PORTFOLIO – PR/MARKETING

BY – DC SANDY VAN HEERDEN

COMMITTEE : Barbara Hocking, Brent Proctor, Samantha Podmore, Heather Hingle

PR/MARKETING COMMITTEE :

Our goal was to bring together an experienced passionate Marketing Team with clear goals and roles, open channels of communication and a positive team culture and who would bring their skills and expertise and their vision with our Multiple District ... and we did!

Forming part of our outstanding Multiple District 410E Marketing Team and each one bringing their expertise to the team are Brent Proctor, Barbara Hocking, Heather Hingle, Samantha Podmore and we are happy to report that Donovan Hendri has joined the Marketing Committee and brings with him a great talent and professional graphic design skills.

This Report will touch on and highlight the PR/Marketing Campaigns we undertook and will be supported by our Presentation at Convention.

Our aim this year :

- Introduce a Succession plan to ensure continuity going forward and to continue to grow our specialist Marketing Team and add skills to it in order to promote Lions across Southern Africa as the Service Organisation of choice and working with both Marketing Chairs from District W and District E speaking with one voice.
- To build a passionate Team and to Invite qualified and experienced Lions to join our Team, to bring new young and exciting marketing concepts to our Clubs
- To encourage inspire and teach clubs how to plan and run their own marketing plans and to embrace change and growth.
- We are doing much more Public Relations and Marketing on a National basis, sharing our resources, increasing our reach, growing our Brand and of course introducing new ideas & concepts and promoting Lions to a broader audience, encouraging diversity and inclusion and our mission to grow.
- GOING FORWARD – our aim from a Multiple District is to reach out to more Professionals, Corporates, Leaders in our Communities, Educators, people of influence and to raise awareness of the work we do and this has already begun whilst still providing Clubs with marketing material.

An exciting opportunity was presented to Lions international MD 410 by a large International Corporate. Brent Proctor is managing this Portfolio and will share more at Convention.

The launch will formally be announced and made public shortly so no external Marketing has been done to date however the planning process has begun and the branded promotional items are available. A number of projects have already been undertaken around Disaster Relief,

Emergency Bags, Tree Planting and our Youth and these have taken place mainly in Cape Town but also Johannesburg and Durban.

A Lions Marketing Plan will be announced as soon as the public announcement has been made by our Corporate Partners.

LIONS INTERNATIONAL MULTIPLE DISTRICT MARKETING GRANT/PROMOTION OF LIONISM :

LIONS PROMOTIONAL ITEMS :

- Lions Blue Branded Bags – Disaster Relief
- Lions Bags Branded with Pillars of Service and Global Causes bags for Emergency Food Care Parcels - Hunger
- Lions Branded Blue Caps – Promotion of Lionism (distribute at Convention)
- Lions We're on a Mission /Mission 1.5 Button Badges (distribute at Convention) - Membership

In accordance with our MULTIPLE DISTRICT MARKETING GRANT and made possible by Funds received we are also proud to announce a number of new Marketing initiatives containing Southern African content!

- **Our FIRST PROFESSIONAL ONLINE E-BROCHURE**

To be launched at the Convention and to be made available to Clubs.

- **Our FIRST PROMOTION OF LIONS/"WE'RE ON A MISSION" VIDEO PRODUCTION**

ADDITIONAL MARKETING INITIATIVES :

- **Our Lions International MD410 LinkedIn** page containing local content. The aim is to attract Professionals, Leaders in our Communities, Educators and Corporates. The Content will be carefully managed by our Marketing Team who will be very selective and all Clubs will need to submit their content to our LinkedIn "manager". Guidelines will be sent to all Clubs after Convention.
- New **Membership Brochure** is available
- New **Disaster Relief Brochure** is available

CASE STUDY : MULTIPLE DISTRICT PROJECT :

THE BIG WALK for LITTLE WARRIORS held on the 24th February proved to be a perfect opportunity to promote and advertise Lions across Multiple District. All Clubs were asked to participate and to use the advertising material especially designed and made available to Clubs and which met with Lions International Branding guidelines. This project was highly visible to the Public and on Social Media and we saw positive reaction and increase in our stats. In this case, our Marketing Team worked with our MD and both District 410W and District 410E Global Service Teams and it proved very successful.

We have made some giant steps forward with extraordinary accomplishments made possible by an outstanding team of Marketing Specialists – it has been an honour and my pleasure to work with these Lions and we thank CC Bernd, DG Neville and DG Lindie for their support.

DC SANDY VAN HEERDEN - PR/MARKETING

