



## **MULTIPLE DISTRICT 410 – 2024/2025**

### **REPORT TO Convention 3 May 2025**

#### **PORTFOLIO – MARKETING/PUBLIC RELATIONS**

**BY – MDC SANDY VAN HEERDEN**

---

The beginning of this year has been a busy year for our MD Marketing Team members as some faced both personal losses, work challenges and busy work demands and so I wish to express my sincere thanks to them for still managing to dedicate their time to share their expertise and assist wherever possible.

Many thanks must go to our current Marketing Team Members :

DC 410E Barbara Hocking – designs and manages our Social Media Campaigns.

Heather Hingle for always being willing to share her creativity and marketing expertise wherever needed – whether it be the Peace Poster flyers, Presentations or LinkedIn

Donovan Hendri for his brilliant Graphic Design work for HAPPY EARTH

The stats for District 410E are showing growth.

**LINKEDIN :** One of our Goals for 2025 was to make sure Lions were more connected to businesses and professionals. Lions are now on LinkedIn thanks to Heather who manages this.

Our goal was to raise awareness of Lions International and the worthwhile projects through our LinkedIn page to reach Professionals and Businesses and possibly attract more young people to join.

We will be promoting LIONS LINKEDIN and the QR Code at Convention and will present a Workshop on how it works at the Incoming Officers training or as required.

If there is a need an Online workshop will be arranged and a date and time set - this will be announced after Convention.

**WEBSITE REFRESH :** Our second Goal for 2025 was to refresh our Websites for District E as well as Multiple District – DC Barbara took on this task and is working with an Agency on the new look so this is still a work in progress and still in development however we are still looking at completion for May/June.

**TIK TOK INITIATIVE :** an internal Training session was held and presented to the MD Marketing Team by Brent Proctor however more work is needed before we commence. Official Guidelines still to be established and Training will be given.

Looking back we have each month provided posts and images for Clubs – they are encouraged to post and share on Social Media platforms as well as in Newsletters and Groups, specific posts can be requested.

**JANUARY :** Hunger Alleviation Month and Melvin Jones birthday

**FEBRUARY :** Peace Posters / Childhood Cancer Awareness which also included a video which proved very popular

**MARCH :** Earth Hour – 4 posts launching Lions Environment Awareness campaign

**APRIL :** ENVIRONMENT AWARENESS CAMPAIGN with the focus on Earth Day and International Environment Day - Introduction of a Social Media Campaign around Environment Awareness and our HAPPY EARTH Kids programme was launched and distributed at the beginning April for EARTH DAY on the 22<sup>nd</sup> April – Clubs can run the projects until the 22<sup>nd</sup> April, on the 22<sup>nd</sup> April or introduce the project to a school to run from the 22<sup>nd</sup> April.

Projects will be promoted by GST and our 410W and 410E Environment Chair and run throughout May leading up to WORLD ENVIRONMENT DAY which falls on 5<sup>th</sup> June.

This was discussed and planned at our meeting which was attended by : Heather Hingle, Donovan Hendri, MD GST Sandy King, DC Environment Jeff Smith and DC Liz Houston and we are encouraging Clubs to all do a CLEAN UP Project on the weekend of the 7<sup>th</sup> June, which is also an important date for LIONS INTERNATIONAL ... the concept would be the same as for the Big Walk for Little Warriors where all Clubs participate on the same day. Clean Up Projects were chosen as there is something for everyone – River CleanUp, Beach CleanUp, Park CleanUp, Trail CleanUp, Street CleanUp. We are requesting Clubs to plan high visibility projects in the public eye and to include a Lions Information Table with Lions branding clearly visible.

This should raise awareness for not only our Environment Pillar of Service but also promote Lions Clubs International and support our Mission 1.5 and possibly attract new members.

We encourage all Lions to engage with and share.

In conclusion, a short Overview will be presented at Convention together with our Promotion of “We Plant the Seeds”

Yours in Service

MDC Sandy van Heerden