

## **Public Relations Report**

Report by: PDG Kathy Crawford, Chairperson

Date Report Sent: 5/17/18

Our Spring Ahead Membership Drive ended on April 30, 2018. We will be using membership numbers at the end of May 2018 to decide winners of the contest. Results will be announced in June.

We have delayed our decision on a MD19 Logo Contest. We are looking at a logo designed by J. D. Nellor that reflects our previous logo. Many Lions have expressed their desire to have the US and Canadian flags incorporated into a new logo, so this design may meet our needs. We will be using this logo for now on the website, the Border Crossing and other MD19 publications and social media sites.

We are working on a style guide that will help us deliver a uniform, professional format for MD19 communications.

This has been a very busy couple of years working with the MD19 District Support Team, The Lions Leadership Foundation, and the Northwest Lions Leadership Institute. It has been a pleasure to work with each of these groups as PR Chairperson. I will not seek another 3-year term but will be available to help the next PR Chairperson.