

# MD19 “Grow With Us” Marketing Campaign

Agenda - Sunday January 11, 2026 6:45 PM Zoom

---

## 1 MD19 Official Campaign Identity

- **Official Campaign Name:** *Grow With Us*
- **MD19 Home for the Campaign:**  
👉 <https://lionsmd19.org/marketing.php>
- This page is the **single source of truth**:
  - Graphics
  - Caption libraries
  - Instructions
  - Weekly themes
- Clubs **do not need to redesign anything**—just use what’s provided.



✓ Reinforce: *Consistency builds recognition across all of MD19.*

---

## 2 District Growth Team Meetings

### *How the information flows*

#### **Why this matters:**

Marketing only works if the information reaches the **local level where action happens.**

#### **Talking Points**

- MD19 Marketing → District Leads
- District Leads → **District Growth Teams (GMT, GLT, GST)**
- District Growth Teams → **Zones, Target Areas, and Clubs**
- Each District should confirm:
  - **When are your District Growth Team meetings?**
  - Who is responsible for sharing:
    - Graphics
    - Instructions
    - Deadlines
    - Support

✓ Action Item: *Each District confirms their next Growth Team meeting date and communication plan.*

---

### 3 Lions USA “Let’s Grow” Sessions

*You can still register*

**Why this is included now:**

This campaign pairs **tools + training**. The sessions support confidence and execution.

#### Key Message

- Lions USA *Let’s Grow* sessions are **still open for registration**
  - Ideal for:
    - Club presidents
    - Membership chairs
    - Marketing chairs
    - New Lions wanting guidance
  - Register Now: <https://bit.ly/GrowthWkshp26>
  - Reinforce: *You don’t need to be a marketing expert—this training helps you feel ready.*
- ✓ Encourage leaders to **personally invite** at least one club member to attend.
- 

### 4 Step-by-Step: How to Post & Boost

*Remove friction. Increase participation.*

**Why this is critical:**

If the process feels unclear, clubs won’t boost—even if they want to.

#### Simple Walkthrough

1. Go to the **MD19 Marketing Page**
  2. Click **Grow With Us**
  3. Select **Week 2 graphic** (based on your audience)
  4. Save or copy the graphic
  5. Go to your club Facebook Page
  6. Start a post → add the graphic
  7. Choose a caption from the **Caption Library**
  8. Add a **Call to Action**
  9. Post
  10. Click **Boost Post**
  11. Select:
    - Goal: Engagement
    - Button: Learn More or Send Message
    - Audience: Local community
  12. Submit for future reimbursement (if applicable)
- ✓ Reinforce: *This is designed to take 10–15 minutes.*

---

## 5 Sample: What to Turn In

***Clear expectations = higher follow-through***

**Why this removes stress:**

Clubs are more likely to participate when they know *exactly* what proof is needed.

### Sample Submission

- Screenshot of:
  - The boosted post
  - Boost confirmation or receipt
- Basic details:
  - Club name
  - District
  - Amount spent
  - Dates boosted
- Optional (but helpful):
  - Reach or engagement metrics

✓ Message: *We are tracking learning, not perfection.*

---

## 6 Preview: Week #2 Graphics & Captions

***Why Week #2 matters***

**Why January – Week #2 is different**

- Week #1 = **Inspiration & Awareness**
- **Week #2 = Community Impact**
- This is where we answer the question:

*“What do Lions actually DO?”*

### Week #2 Focus

- Service
- Visibility
- Real impact in local communities
- Shows prospective members:
  - This is active
  - This is meaningful
  - This is hands-on

**Why this timing works**

- People are still in a **New Year mindset**
- They’re looking for:
  - Purpose

- Connection
- Ways to give back
- Week #2 builds credibility before asking them to join in Week #4

✓ Key takeaway: *You can't invite people to join if they don't first see the impact.*

---

## ✓ Closing Message to Reinforce

This campaign is:

- Structured
- Supported
- Simple to execute
- Designed to help **local Lions succeed**

### Next Step for Leaders:

- 👉 Share this agenda with your District Growth Team
- 👉 Confirm meeting dates
- 👉 Encourage clubs to post **Week #2**