

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**