



# MD19 Digital Marketing Initiative

## Campaign Planner



### 1. Welcome Letter

- Brief overview of the MD19 Marketing Grant

*We are excited to launch MD19's membership growth initiative, supported by a \$10,000 LCI marketing grant. This is a coordinated campaign to attract new members, form new clubs, and introduce more people to the power of Lionism across Washington, British Columbia, and Northern Idaho.*

- Goals: 10 new clubs, 100 new members
- Primary focus will be Digital Marketing on Social Media to grow membership.
- Call to action for District leaders

### 2. Digital Marketing Campaign Summary

#### A. Campaign Purpose

This campaign is a coordinated, multiple district-wide effort to:

- Grow membership across MD19 (Washington, British Columbia, and Northern Idaho)
- Form new Lions Clubs
- Engage new audiences through digital platforms
- Introduce more people to the power of Lionism

#### B. Campaign Support

- MD 19 Team create infrastructure, assets,
- MD19 Marketing Chair: Hal Palmer
- MD19 Digital Marketing Campaign Champion: Stephanie O'Dell
- MD19 Technology Lead: JD Nellor

#### C. Digital Strategy

- Promote **videos and graphics** on Facebook and LinkedIn (\$\$)
- Drive interest and sign-ups through **boosted posts and targeted ads** (\$\$)
- Use **online interest forms** to collect leads and route them to local districts/zones/clubs

### 3. District Growth Team

- Checklist for District Growth Team roles:
  - DG, 1VDG, 2VDG, GMT, GET, GLT, GST, Marketing Chair, Retention Chair, PDGs, Guiding Lions, Zone Chairs
  - Leverage existing committees
    - District 19-**L**
    - District 19-**I** has an active GAT, might bring in the Marketing Lead.
    - District 19-**O** has a GET, looking at some areas for new clubs, very active Membership. Robin Wolmer & Corina Villareal
    - District 19-**N** already has the Extension Team (Doug Ballou) actively working on East Vancouver and Elma/McCleary.
      - Who's missing in District N? What other resources can we add?
        - Membership Chair
        - Marketing Chair
        - Guiding Lions
      - District 19-**S** applied/received New Club grant. Working on Kennewick and Spokane. Tammy Allen, lead.
  - ACTION ITEM: Designate District Lead by Sunday, November 30
- **Leadership:** Designated “District Digital Marketing Campaign Lead” or Lead(s) (e.g. Marketing Chair, GET Chair, 1VDG, and/or GET Chair)
  - Represent District 19N in the Monthly meetings for Multiple District 19
  - Central point of contact for MD19 coordination
  - Lead District coordination and regular meetings for 6 months.
- **Commitment:** Districts and target areas must be fully committed to the initiative and must be willing to grow. Must be doing actual service in the community. If no service is actively occurring, there must be a plan to start doing actual service.

#### 4. Target Area & Audience Selection Worksheet

- Choose 2 **geographic** areas in the district to start. These are the areas we want to saturate and support with funding. You can have more, especially if the area already has funding.
- Designate **lead** – Who is the one Lion that will take the lead on the target area
- What is the Objective? Grow existing club(s) or establish a new club
- Funding: Does the club/area/District already have admin budget for marketing?
- Identify primary **target audience** for each:
  - Retirees
  - Young professionals
  - Specialty groups (e.g., environment, veterans, Leos, educators, emergency)

#### Primary Targets

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**Target Area 1:** \_\_\_\_\_

**Lead:** \_\_\_\_\_

**Objective:**  New Club  Grow Membership

**Funding:**  \$200  \$400  \$600

**Target Audience:**  Retirees  Young Professionals  New to the area

Specialty Group: \_\_\_\_\_

**Marketing Mix:**  100% Digital  Mostly Digital, some traditional (signage & shirts)

**Target Area 2:** \_\_\_\_\_

**Lead:** \_\_\_\_\_

**Objective:**  New Club  Grow Membership

**Funding:**  \$200  \$400  \$600

**Target Audience:**  Retirees  Young Professionals  New to the area

Specialty Group: \_\_\_\_\_

**Marketing Mix:**  100% Digital  Mostly Digital, some traditional (signage & shirts)

## Secondary Targets

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**Target Area 3:** \_\_\_\_\_

**Lead:** \_\_\_\_\_

**Objective:**  New Club  Grow Membership

**Funding:**  \$0  \$100  \$200  \$300

**Target Audience:**  Retirees  Young Professionals  New to the area

Specialty Group: \_\_\_\_\_

**Marketing Mix:**  100% Digital  Mostly Digital, some traditional (signage & shirts)

**Target Area 4:** \_\_\_\_\_

**Lead:** \_\_\_\_\_

**Objective:**  New Club  Grow Membership

**Funding:**  \$0  \$100  \$200  \$300

**Target Audience:**  Retirees  Young Professionals  New to the area

Specialty Group: \_\_\_\_\_

**Marketing Mix:**  100% Digital  Mostly Digital, some traditional (signage & shirts)

**Target Area 5:** \_\_\_\_\_

**Lead:** \_\_\_\_\_

**Objective:**  New Club  Grow Membership

**Funding:**  \$0  \$100  \$200  \$300

**Target Audience:**  Retirees  Young Professionals  New to the area

Specialty Group: \_\_\_\_\_

**Marketing Mix:**  100% Digital  Mostly Digital, some traditional (signage & shirts)

## 5. Digital Marketing Timeline (Nov 2025 – June 2026)

| Month    | Action Item  |
|----------|--|
| Nov 2025 | <ul style="list-style-type: none"><li>• Sun Nov 16 – Kick-Off Meeting (complete.)</li><li>• Districts finalize Growth Teams &amp; target areas (Status: in progress)</li><li>• Sun Nov 30 – MD19 Meeting with District Leads</li></ul>   |
| Dec 2025 | <ul style="list-style-type: none"><li>• MD19 Marketing Team designs digital materials (Status: in discovery)<ul style="list-style-type: none"><li>• Videos</li><li>• Graphics</li><li>• Content &amp; Text</li><li>• Posting Schedule</li></ul></li></ul>  |
| Jan 2026 | <ul style="list-style-type: none"><li>• Technology Team sets up infrastructure: central webpage and folders for digital assets (Status: in discovery)</li><li>• Online interest forms and/or online membership application forms built and tested (Status: in discovery)</li></ul> <p>A. Training needs assessed, training developed, training scheduled.<br/>(District GLT)</p> <ul style="list-style-type: none"><li>• Guiding Lions</li><li>• RLLI (e.g. NWLLI)</li><li>• Marketing Webinars</li><li>• Lions USA – Growth Workshop Jan 6, Jan 20, Feb 3, Feb 17</li><li>• MD19 Training</li></ul> <p>B. Digital ads go live in selected geographic areas</p> <ul style="list-style-type: none"><li>• Facebook</li><li>• LinkedIn</li><li>• Other</li></ul> <p>C. Visible Service Projects assessed, developed, launched, supported<br/>(District GST)</p> |

| Month         | Action Item                                       |
|---------------|---|
| Jan–Mar 2026  | Leads routed to districts via online applications |
| Apr–June 2026 | Follow-up, onboarding, club formation             |
| Ongoing       | Feedback & progress reporting                     |

## 6. Online Interest Form and Online Member Application Setup Instructions

- Guidance on form creation
  - Examples
    - Vancouver Lions - Website
    - Camas Lions – Google Form
- Tips for branding and mobile optimization

How to connect forms to Growth Team notifications

Each district will manage 1–2 online application forms. These should:

- Be easy to complete on mobile
- Collect name, contact info, city, and interest areas
- Auto-notify your District Growth Team
- Link applicants to onboarding or club welcome

Use tools like Google Forms, JotForm, or Typeform. Be sure to test the notification settings.

ACTION ITEM: MD19 Support Team and MD19 Tech Team are exploring options

## 7. Messaging Guide

- Sample social media ad copy (Facebook/LinkedIn)
- Email and text message scripts for following up with leads

- Talking points for “Find Your Passion” onboarding clubs
- Sample Facebook/LinkedIn Ad Text:
  - Want to make a difference in your community?  
Join your local Lions Club and be part of something bigger.  
🌟 Flexible service. Real impact. Local leadership.
  - ➡ Click to learn more and sign up!
- Sample Email/Text Follow-up Script:

Subject: Thank you for your interest in Lions!

Hi [Name],

Thank you for your interest in joining the Lions! We'd love to connect you with a club or group near you. Can we schedule a quick chat or invite you to an upcoming service project?

Looking forward to serving with you!

—[District Growth Lead Name]

## 8. Reporting Template

- Monthly check-in log (TBD)
- Metrics to track:
  - Views/Reach/Impressions
    - Followers vs. Non-Followers
  - New leads
  - Applications received
  - Club visit/invite status
  - New member conversions

ACTION ITEM: MD19 Support Team will set up metrics for tracking