



# MD19 Digital Marketing Campaign Launch Packet



## 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
- 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. 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 Planner

- 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.
- Designated “District Digital Marketing Campaign Lead” or Leads (e.g. Marketing Chair, GET Chair, 1VDG, GET Chair)
  - Represent District 19N in the Monthly meetings for Multiple District 19
  - Central point of contact for MD19 coordination

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

- Choose 2 **geographic** areas in the district
- Identify primary **target audience** for each:
  - Retirees
  - Young professionals
  - Specialty groups (e.g., environment, veterans, Leos, educators)

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

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

**Objective:**  New Club  Grow Membership

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

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

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

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

**Objective:**  New Club  Grow Membership

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

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

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

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

**Objective:**  New Club  Grow Membership

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

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

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

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

**Objective:**  New Club  Grow Membership

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

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

## 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</li><li>• Districts finalize Growth Teams &amp; target areas</li><li>• Sun Nov 30 – MD19 Meeting with District Leads</li></ul>
Dec 2025	<ul style="list-style-type: none"><li>A. Marketing team designs digital materials<ul style="list-style-type: none"><li>• Videos</li><li>• Graphics</li><li>• Content &amp; Text</li><li>• Posting Schedule</li></ul></li></ul>
	<ul style="list-style-type: none"><li>B. Online interest forms and/or online membership application forms built and tested</li></ul>
	<ul style="list-style-type: none"><li>A. Training needs assessed, training developed, training scheduled. (District GLT)<ul style="list-style-type: none"><li>• Guiding Lions</li><li>• RLLI</li><li>• Marketing</li></ul></li></ul>
Jan 2026	<ul style="list-style-type: none"><li>B. Digital ads go live in selected geographic areas<ul style="list-style-type: none"><li>• Facebook</li><li>• LinkedIn</li><li>• Other</li></ul></li></ul>
	<ul style="list-style-type: none"><li>C. Visible Service Projects assessed, developed, launched, supported (District GST)</li></ul>
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.

## 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]

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## 8. Reporting Template

- Monthly check-in log
- Metrics to track:
  - New leads
  - Applications received
  - Club visit/invite status
  - New member conversions