



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.
 - A. 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">• Sun Nov 16 – Kick-Off Meeting• Districts finalize Growth Teams & target areas• Sun Nov 30 – MD19 Meeting with District Leads
Dec 2025	<p>A. Marketing team designs digital materials</p> <ul style="list-style-type: none">• Videos• Graphics• Content & Text• Posting Schedule <p>B. Online interest forms and/or online membership application forms built and tested</p> <p>A. Training needs assessed, training developed, training scheduled. (District GLT)</p> <ul style="list-style-type: none">• Guiding Lions• RLLI• Marketing
Jan 2026	<p>B. Digital ads go live in selected geographic areas</p> <ul style="list-style-type: none">• Facebook• LinkedIn• Other <p>C. Visible Service Projects assessed, developed, launched, supported (District GST)</p>
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!
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- 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