

Slide 1 – Campaign Announcement

New Year. New Purpose.

MD19 Lions Clubs Social Media Campaign

Text:

A coordinated MD19 digital marketing initiative launching this New Year.

Bullet Points:

- 30-day social media awareness campaign
- Designed for Lions Clubs across MD19
- Focused on purpose, service, and community impact
- Soft launch while systems and tools are finalized

Footer Line:

Visibility first. Infrastructure in progress.

Slide 2 – Why We’re Doing This

Why “New Year. New Purpose.”

Text:

The New Year is when people naturally reflect, reset, and look for meaningful ways to give back.

Bullet Points:

- Introduces Lions to new audiences
- Highlights service, leadership, and belonging
- Aligns with the “fresh start” mindset
- Makes it easier for the public to say: “I want to learn more”

Callout:

This is about showing up — not polished perfection.

Slide 3 – What Clubs Will See & Share

Campaign Graphics & Messages

Text:

Clubs will have access to pre-branded graphics built around four core messages.

Bullet Points (Examples):

- **New Year. New Purpose.**
Awareness & reflection
- **Make a Difference in Your Community**
Service & local impact
- **Join Lions. Serve Locally. Lead Globally.**
Membership & leadership
- **Find Your Place in Lions**
Belonging & flexibility

Note:

Each message comes in Facebook and LinkedIn formats — ready to post.

Slide 4 – How Clubs Participate

Simple Posting • No Pressure

Text:

Clubs do not need to post daily.

Bullet Points:

- 1–2 posts per week is perfect
- Facebook is the primary platform
- LinkedIn is optional but encouraged
- No graphic editing required — captions are customizable

Suggested Rhythm:

- Week 1: Awareness
- Week 2: Community Impact

- Week 3: Belonging & Leadership
 - Week 4: Invitation to Learn More
-

Slide 5 – Soft Launch & What’s Coming

Building the Infrastructure

Text:

This campaign is intentionally launching softly while MD19 builds long-term support systems.

Bullet Points:

Shared asset folders & access

- Caption libraries & examples
- Platform guidance & best practices
- Campaign tracking and reporting
- Future paid boost guidelines

Closing Line:

Your participation now helps shape what comes next.

Final Tagline:

New Year. New Purpose.

Let’s tell the Lions story — together.