

Discover What You Love

Media Kit #2 — Feb 2026 - Caption Library

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Week 1 – February 1–7

Topic 1- Discover What You Love: Making a Difference

General Option 1

Want to make a real difference in your community?

Lions turn compassion into action — helping neighbors and strengthening communities.

 Discover what you love.

 Message us to learn more.

General Option 2

Small actions can create big impact when people come together.

Join Lions and be part of something that truly matters.

 Discover what you love.

 Send us a message today.

Young Professionals

Build purpose alongside your career.

Lions offer hands-on service, leadership experience, and meaningful local impact.

 Discover what you love.

 Message us to learn more.

Retirees

Use the experience you've gained to make a difference close to home.

Lions offer meaningful ways to stay active, connected, and involved.

 Discover what you love.

 Reach out today.

Families

Looking for a way to give back together?

Lions welcome families who want to help their community and model service for their kids.

 Discover what you love.

 Message us to learn more.

Topic 2- Discover What You Love: Belonging

General Option 1

Looking for a place where you feel welcome and connected?
Lions bring people together through service, friendship, and purpose.

- 👉 Discover what you love.
- 👉 Message us to learn more.

General Option 2

You don't have to volunteer alone.
Find community, connection, and belonging with Lions.
👉 Discover what you love.
👉 Reach out to us today.

Young Professionals

New to the area or looking to expand your network?
Lions connect people who want community with purpose.
👉 Discover what you love.
👉 Message us to learn more.

Retirees

Friendship and connection don't stop at retirement.
Lions offer a welcoming community built on service and shared purpose.
👉 Discover what you love.
👉 Contact us today.

Families

Belonging matters at every age.
Lions create opportunities for families to connect, serve, and grow together.
👉 Discover what you love.
👉 Message us to learn more.

Week 2: February 8–14

Topic 3 - Discover What You Love: Using Your Skills

General Option 1

Have skills you'd love to put to good use?

Lions offer meaningful ways to use your talents while helping your community thrive.

👉 Discover what you love.

👉 Message us to get started.

General Option 2

Leadership, creativity, organization — your skills matter here.

Serve your community in ways that fit who you are.

👉 Discover what you love.

👉 Learn more by messaging us.

Young Professionals

Grow your skills beyond the workplace.

Lions provide real-world leadership and teamwork experience with purpose.

👉 Discover what you love.

👉 Message us to learn more.

Retirees

Your lifetime of skills can still make a powerful impact.

Lions offer flexible ways to share your experience and expertise.

👉 Discover what you love.

👉 Reach out today.

Families

Everyone has something to contribute.

Families can use their talents together to support their community through Lions.

👉 Discover what you love.

👉 Message us to learn more.

Topic 4- Discover What You Love: Learning & Growing

General Option 1

Looking to grow while giving back?

Lions offer opportunities to learn, lead, and build confidence through service.

 Discover what you love.

 Send us a message to learn more.

General Option 2

Service isn't just about helping others — it's also about personal growth.

Discover new skills and new purpose with Lions.

 Discover what you love.

 Message us today.

Young Professionals

Build leadership skills while making a difference.

Lions offer hands-on growth opportunities outside the office.

 Discover what you love.

 Message us to learn more.

Retirees

Learning doesn't stop — and neither does growth.

Lions offer new experiences and meaningful challenges at any stage of life.

 Discover what you love.

 Reach out today.

Families

Learning through service creates lifelong lessons.

Lions help families grow together while giving back.

 Discover what you love.

 Message us to learn more.

Week 3: February 15–21

Topic 5- Discover What You Love: Giving Back — Your Way

General Option 1

There's no one-size-fits-all way to volunteer.

With Lions, you can give back in ways that fit your life and interests.

 Discover what you love.

 Message us to learn more.

General Option 2

Big projects, small moments, flexible involvement — it all matters.

Find the kind of service that works for you.

 Discover what you love.

 Reach out and connect with us.

Young Professionals

Busy schedule? No problem.

Lions offer flexible ways to volunteer without overwhelming your calendar.

 Discover what you love.

 Message us to learn more.

Retirees

Give back at your own pace — your way.

Lions offer flexible opportunities to stay engaged and involved.

 Discover what you love.

 Contact us today.

Families

Family life is busy — service can still fit.

Lions offer ways for families to give back together, on your schedule.

 Discover what you love.

 Message us to learn more.

Topic 6- Discover What You Love: Serving Together

General Option 1

Serving is better when you're part of a team.

Lions work side by side to make a difference in our community.

 Discover what you love.

 Message us to learn more.

General Option 2

When people come together, amazing things happen.

Join a team that believes in helping together.

 Discover what you love.

 Send us a message today.

Young Professionals

Make an impact — and build relationships along the way.

Lions bring people together through teamwork and service.

 Discover what you love.

 Message us to learn more.

Retirees

Service is even better when shared with friends.

Lions bring people together to serve side by side.

 Discover what you love.

 Reach out today.

Families

Serving together strengthens families and communities.

Lions offer meaningful ways to volunteer side by side.

 Discover what you love.

 Message us to learn more.

Week 4: February 22–28

Topic 7- Discover What You Love: Being Part of Something Bigger

General Option 1

Make a local impact while being part of something bigger.

Lions connect communities through service, leadership, and shared purpose.

 Discover what you love.

 Message us to learn more.

General Option 2

Be part of a movement that creates lasting change — close to home and beyond.

Serve with Lions and see the bigger picture.

 Discover what you love.

 Reach out today.

Young Professionals

Join a global movement while making local impact.

Lions connect purpose-driven people across communities and generations.

 Discover what you love.

 Message us to learn more.

Retirees

Be part of a legacy of service that continues to grow.

Lions offer meaningful connection to something bigger than ourselves.

 Discover what you love.

 Contact us today.

Families

Show kids the power of community and service.

Lions help families be part of something bigger together.

 Discover what you love.

 Message us to learn more.

Topic 8- Discover What You Love: Having Fun While Helping

General Option 1

Who says helping can't be fun?

Lions build friendships, serve together, and enjoy every step along the way.

 Discover what you love.

 Message us to learn more.

General Option 2

Do good. Feel great. Make friends along the way.

Service with Lions is meaningful — and fun.

 Discover what you love.

 Send us a message today.

Young Professionals

Meet people. Do good. Have fun.

Lions blend service, social connection, and purpose.

 Discover what you love.

 Message us to learn more.

Retirees

Service, friendship, and fun belong at every stage of life.

Lions bring joy to giving back.

 Discover what you love.

 Reach out today.

Families

Helping together can be joyful.

Lions offer fun, family-friendly ways to serve the community.

 Discover what you love.

 Message us to learn more.

How to Use the Caption Library

“Discover What You Love” – Media Kit #2 (February 2026)

The Caption Library is designed to make posting easy, fast, and effective. You do not need to be a marketing expert — simply choose a caption, pair it with a graphic, and post.

Step 1: Choose Your Topic

Each week in February features two “Discover What You Love” themes.

Start by selecting the topic that best fits:

- Your club’s recent or upcoming service
- The audience you want to reach
- The graphic you plan to post

There is no required order — choose what feels most relevant to your community.

Step 2: Pick a Caption Type

For each topic, you’ll find multiple caption options:

- General captions – work for any audience
- Young Professionals – ideal for career-focused adults
- Retirees – great for those with time, experience, and heart for service
- Families – welcoming for parents and kids who want to serve together

👉 Pick one caption per post.

You can use different caption types throughout the month.

Step 3: Copy & Paste

Copy the caption exactly as written OR

Make small edits to reflect your club:

- Add your club name
- Mention a local service project
- Reference an upcoming event

✓ Keep the “Discover What You Love” message intact

✓ Keep the Call to Action at the end

Step 4: Pair with a Graphic

Select a matching graphic from the Media Kit

Upload it to Facebook or Instagram

No need to edit the graphic text

All customization should happen in the caption.

Step 5: Post & Engage

Post 1–2 times per week (or more if you'd like)

After posting:

- Watch for comments or messages
- Respond promptly and warmly
- Invite people to learn more or attend an activity

 Engagement matters — even a simple reply makes a big difference.

Optional: Boost Your Post

If your club plans to boost posts:

- Choose “Get More Engagement” or “Messages”
- Keep the original caption text
- Target your local community

(Boosting guidelines and reimbursement details are provided separately.)

Helpful Tips

- You do not need to post every topic — consistency matters more than volume
- It's okay to repeat captions or graphics if they perform well
- Photos of real Lions and real service work best when available
- When in doubt: post anyway — perfection is not required

The Goal

This campaign helps people:

- See themselves in Lions
- Understand the variety of ways to serve
- Take the first step toward getting involved

Your post might be the moment someone discovers what they love — and discovers Lions.

