

New Club Digital Marketing Assets

Graphic concepts designed to work both on Facebook and LinkedIn, each with clear imagery, on-graphic text, and options for accompanying captions.

1 “Something New Is Growing Here”

Theme: Curiosity + Community Growth

Design

- Clean, modern layout
- Soft gradient background (Lions blue → light gold)
- Organic shapes or subtle leaf/branch lines

Imagery

- Diverse group of people talking or walking together
- Optional town landmark blurred in background

On-Graphic Text

*A New Club Is Starting in Your Town
Grow friendships. Grow service. Grow impact.*



Captions

1. Something new is taking root right here in our community 🌱 A new service club is forming—and it starts with people who care. Curious? Let's talk.
2. Great communities don't happen by accident. They grow when people come together to serve. A new club is starting locally—learn how to be part of it.
3. Interested in giving back, meeting great people, and making a difference? A new club is forming in your town. Comment “INFO” or message us to learn more.

2 “Your Skills Belong Here”

Theme: Purpose + Talent

Design

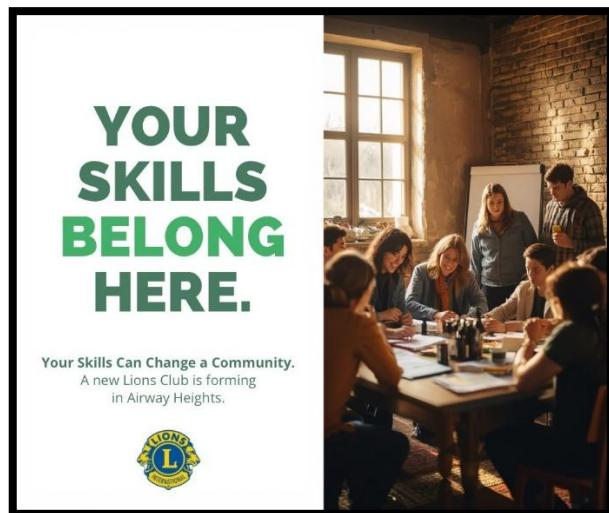
- Split layout with bold headline on left, photo on right
- Strong typography, confident tone

Imagery

- People collaborating (mixed ages, real-world setting—not corporate)
- Whiteboard, planning table, community setting

On-Graphic Text

*Your Skills Can Change a Community
A new club is forming near you*



Captions

1. Whether you’re great at organizing, listening, leading, or creating—your skills matter. A new local club is forming, and there’s a place for you.
2. Volunteering doesn’t mean starting from scratch—it means using what you already know to help others. Join us as we build something new in town.
3. Want to use your skills for something meaningful? A new club is starting locally. Send us a message to get involved from the beginning.

3 “Be a Founding Member”

Theme: Leadership + Ownership

Design

- Bold, high-contrast layout
- Emphasis on the word Founding
- Minimal but powerful

Imagery

- Small group standing together confidently
- Slight upward camera angle

On-Graphic Text

*Be a Founding Member
Help shape something meaningful*



Captions

1. This is your chance to help build something from the ground up. A new club is forming—and founding members help set the tone, culture, and impact.
2. Founding members don't just join—they lead. If you want to help shape a new service club in your town, we'd love to talk.
3. Be there at the beginning. Be a founding member of a new local club. Message us to learn how.

“Service, Friendship, Purpose”

Theme: Emotional connection

Design

- Warm color accents
- Rounded shapes, approachable feel

Imagery

- Smiling people in casual clothes
- Community event or outdoor setting

On-Graphic Text

Service. Friendship. Purpose.

A new club is starting near you

Captions

1. People are looking for more than meetings—they’re looking for meaning. A new club is forming that blends service, friendship, and purpose.
2. Serve your community. Make real friends. Feel connected again. A new local club is starting—come learn more.
3. If you’ve been looking for a place to belong while making a difference, this might be it. Message us to learn about the new club forming in town.

5 “Built for Today’s Lives”

Theme: Modern + Flexible

Design

- Clean lines, modern fonts
- Phone-friendly layout

Imagery

- Casual meetup scene (coffee, park, shared table)

On-Graphic Text

*A Modern Way to Serve
Flexible • Local • Meaningful*

Captions

1. Service should fit real life. This new club is designed for today—flexible, welcoming, and focused on local impact.
2. You don’t need more obligations—you need meaningful connection. A new club is forming with modern schedules and real purpose.
3. Looking for a way to give back that fits your life? A new local club is starting. Reach out to learn more.

6 “It Starts With One Conversation”

Theme: Low-pressure invitation

Design

- Soft background
- Emphasis on conversation, not commitment

Imagery

- Two people talking or a small group laughing

On-Graphic Text

It Starts With a Conversation

New club forming in your town

Captions

1. No pressure. No commitment. Just a conversation. A new club is forming locally—let's talk about what it could look like together.
2. Big impact often starts small. If you're curious about a new service club forming in town, we'd love to chat.
3. Interested? Just ask. A new club is forming, and it all starts with a simple conversation. Message us anytime.
