

“New Year. New Purpose.” Caption Library

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GENERAL CAPTIONS (All Audiences)

The captions in this section are written to work for **any audience** and can be used by **all Lions Clubs**, regardless of size, location, or experience with social media.

You will find **two caption options for each of the four core campaign graphics**. These captions are intentionally:

- Warm, welcoming, and community-focused
- Easy to copy and paste
- Written in plain language that feels authentic and approachable
- Suitable for both **Facebook** and **LinkedIn** (with minimal adjustment if desired)

1. Graphic: New Year. New Purpose.

Option A

A new year is a chance to start fresh—and to serve with purpose.

Lions Clubs are neighbors helping neighbors through service, friendship, and community leadership.

Curious what Lions do in our community? Reach out—we'd love to connect.

Option B

The beginning of a new year invites reflection, intention, and action.

Lions Clubs bring people together to make a meaningful difference close to home.

Message us to learn more about serving with Lions.

2. Graphic: Make a Difference in Your Community

Option A

Looking for a meaningful way to give back this year?

Lions serve locally while being part of a global movement making a real difference.

From vision and hunger to youth and disaster relief—there's a place for everyone.

Option B

Strong communities don't happen by accident—they're built by people who care.

Lions Clubs take action where it's needed most.

Want to learn how Lions serve our community? Send us a message.

3. Graphic: Join Lions. Serve Locally. Lead Globally.

Option A

Lions Clubs are about service, friendship, and leadership—right here at home.

Whether you have an hour a month or want to take on a bigger role, Lions meet you where you are.

Interested? Contact us to learn more.

Option B

When you join Lions, you're part of something bigger—locally and globally.

Serve your community, grow as a leader, and build lasting connections.

Reach out to explore membership with Lions.

4. Graphic: Find Your Place in Lions

Option A

There's no one "type" of Lion—just people who care about their community.

Lions Clubs welcome all ages, backgrounds, and schedules.

If you're looking for purpose and connection, you might belong here.

Option B

Whether you want to serve hands-on, support behind the scenes, or lead, there's a place for you in Lions.

Come discover how you can make a difference alongside others who care.

CAPTIONS FOR YOUNG PROFESSIONALS

One caption per graphic – ideal for LinkedIn or Facebook

New Year. New Purpose.

The start of a new year is a powerful time to align purpose with action. Lions Clubs offer young professionals opportunities to lead, serve, and build meaningful community connections—while developing real-world skills that matter.

Make a Difference in Your Community

Looking for ways to grow your leadership experience while giving back? Lions Clubs provide hands-on service, team leadership, and community impact beyond the workplace.

Join Lions. Serve Locally. Lead Globally.

Lions offer leadership development, service experience, and a strong professional network—rooted locally with global reach. If you're building your career and want to make an impact, Lions may be a great fit.

Find Your Place in Lions

No matter where you are in your career, Lions Clubs offer flexible ways to serve, lead, and connect. Purpose, growth, and community—working together.

CAPTIONS FOR RECENT RETIREES

One caption per graphic – works well on Facebook & LinkedIn

New Year. New Purpose.

Did you retire at the end of the year?

The New Year is a perfect time to discover new purpose, connection, and meaningful ways to give back in your community.

Make a Difference in Your Community

Retirement opens the door to new opportunities to serve and stay engaged.

Lions Clubs offer flexible, rewarding ways to make a difference—on your schedule.

Join Lions. Serve Locally. Lead Globally.

Your experience and skills still matter.

Lions Clubs welcome retirees who want to stay active, connected, and impactful while serving their community.

Find Your Place in Lions

Looking for friendship, purpose, and service in retirement?

Lions Clubs offer a welcoming community where you can serve in ways that fit your interests and time.

ADDITIONAL CAPTIONS FOR RECENT RETIREES

Graphic 1: New Year. New Purpose.

Caption Option A (Reflective & Inviting)

A new year brings new opportunities — including time to give back in meaningful ways. Use the skills you spent a lifetime developing to strengthen your community and make new friends. Lions Clubs turn experience into impact.

Caption Option B (Purpose-Forward)

You've entered a season where your time is truly your own. Why not use it to serve, connect, and continue making a difference? New Year. New Purpose. Join Lions.

Graphic 2: Make a Difference in Your Community

Caption Option A (Skills-Focused)

Your talents didn't retire when you did. Lions Clubs offer hands-on ways to use your experience to improve lives — right where you live.

Caption Option B (Community Connection)

Meaningful service. Genuine friendships. Local impact. Lions Clubs help turn time and talent into a stronger community.

Graphic 3: Join Lions. Serve Locally. Lead Globally.

Caption Option A (Leadership Without Pressure)

You've already led, built, and contributed. Now you can serve at your own pace — locally — while being part of a global movement for good.

Caption Option B (Legacy-Driven)

Continue the legacy of leadership and service that shaped your life. With Lions Clubs, your impact reaches far beyond today.

Graphic 4: Lions Clubs: Where Experience Meets Purpose

(Used as the flexible 4th MD19 recruitment graphic)

Caption Option A (Belonging & Usefulness)

Stay engaged. Stay connected. Stay useful in the best possible way.

Lions Clubs bring people together who care about their community and each other.

Caption Option B (Soft Invitation)

If you're looking for meaningful ways to stay active and involved, Lions Clubs offer purpose, friendship, and service that truly matters.

CALL-TO-ACTION CAPTION CLOSINGS

Add a call to action at the end of each caption. A clear next step helps readers know how to engage with your club.

Below are three strong, simple call-to-action (CTA) options that work especially well for the “New Year. New Purpose.” campaign. Each option is welcoming, easy to use, and effective when used consistently across posts.

1. Invite a Conversation (Low-Pressure)

Best for early-campaign awareness posts

Curious about Lions or want to learn more?

Send us a message—we'd love to connect and answer your questions.

2. Invite to Serve (Action-Focused & Effective)

Best for mid-campaign engagement

Want to see what Lions do in action?

Join us at our upcoming service project on [date]—new volunteers are always welcome!

3. Invite the Next Step (Clear & Confident)

Best for late-campaign or recruitment-focused posts

Ready to make a difference in your community this year?

Message us or fill out our interest form to learn how you can get involved with Lions.

RECOMMENDED POSTING SCHEDULE

You do **not** need to post daily.

1–2 posts per week is perfect for this campaign.

Important Reminder

At the same time you are posting *New Year. New Purpose.* graphics, continue posting about your **actual service projects**. Campaign graphics build awareness—but **service posts build trust and connection**.

Whenever possible, post about service projects:

- **Before** the project (invitation & awareness)
- **During** the project (photos, quick updates if appropriate)
- **After** the project (impact, gratitude, and results)

Hunger Service Projects:

If your club is participating in a Hunger service project, be sure to:

- Post **before** the project to invite awareness and volunteers
- Post **after** the project to show impact and gratitude

These real-world service posts pair perfectly with the campaign graphics and strengthen your message.

Suggested 30-Day Rhythm for *New Year. New Purpose.*

- **Week 1: Awareness & Inspiration**

Introduce *New Year. New Purpose.* and who Lions are in your community.

- **Week 2: Community Impact**

Highlight local service—especially Hunger projects—using photos and short stories.

- **Week 3: Belonging & Leadership**

Show the people behind the service and the friendships formed through Lions.

- **Week 4: Invitation to Learn More**

Invite conversations, service participation, or membership inquiries.

You may repeat this same structure during the **Lunar New Year run**.

Pro Tip:

The strongest results come when people see **what Lions do** and **how they can take part**—at the same time.