

Public Relations Vital To Club Success

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It wasn't that long ago when most people had ties to the family farm. Our grandparents, parents, aunts, or uncles lived on a farm and that usually meant a visit to the country where we learned about dairy cattle, vegetable gardens, and livestock. Now, many young people think that milk and vegetables come from the grocery store, and beef and/or chicken comes from the nearest fast food restaurant.

Does the same concept apply to your Lions Club? Certainly, there was a time when everyone in your community knew about your club, its membership, and its many service projects. However, those days have changed. People are less informed about service organizations and the roles they play in their respective communities. Therefore, it is important to have an active public relations program that effectively communicates information about your club to the community.

This public relations effort can be as simple as each member wearing their Lions Club pin each day or as complex as an advertising campaign involving print and electronic media. Whichever method selected, it is important that Lions Clubs in Texas get the word out about what they are doing to improve the quality of life for those in their respective communities.

All too often, it is believed that just conducting a service activity should be enough and that the activity should speak for itself. If people in your town do not know that the local Lions Club built a wheelchair ramp, collected used eyeglasses, sent children to the Texas Lions Camp in Kerrville, or raised funds to provide an operation for a sick infant, then they may not be willing to support your next fund-raising effort.

There is a definite relationship between public relations, successful community service projects, and community support. Having a good public relations plan will help you foster this relationship and enable your club to reach more people in need.

In addition, good public relations can help increase your club membership. For example, my club should add three new members this month—thanks to information on our web site.

People want to belong to a successful and reliable organization. By promoting your Lions Club and its humanitarian projects, you will project a positive image in the community, which tells the world that your club is one worth joining.