

## LIONS SIGNATURE PROJECTS



In our last newsletter we indicated that the Signature Projects were about to be launched – that time is upon us.

The thrust and purpose of "Signature Projects" is to make "sight" and "youth" to the public to be synonymous with "Lions". So, our primary objective is "Sight and Youth = Lions Clubs".

We need to reinforce the message of the two projects chosen by our Council of Governors:

The **Lions Eye Health Programme (LEHP)** has some powerful warnings and messages, all deliverable in the form of pamphlets and posters.

**Lions Young Leaders in Service (YLIS)** also delivers its message via pamphlets.

Two great "Service Programmes" brought together that will also deliver you a fabulous membership tool that proudly shows the public who we are, what we do and why we do it.

Both programmes reflect to the very heart of the proud ethos of Lion Service.

For this to work nationwide, we need every Club to promote both projects as much as possible in your community.

Issued by the Multiple District  
Marketing and PR Team

Issue 7  
December 2011

### What's In This Time?

Lions Signature Projects:

Lions Eye Health Programme

Young Leaders in Service

Queens Diamond Jubilee:

Is YOUR Club taking part?

2012 Olympics:

Any opportunities?

### LET MDHQ HELP YOU!

Don't forget that MDHQ can help you promote each event.

Do you want posters?

Do you need leaflets?

Thinking of buying banners?

THEY CAN HELP

.... and don't forget to ask them to put your event on the MD website calendar too!

### REMINDER...

MD CONVENTION

Birmingham

4<sup>th</sup> – 6<sup>th</sup> May 2012



## Queens Diamond Jubilee – 4<sup>th</sup> June 2012

We received the following message from the Queen's office asking Lions across the country to get involved in lighting of the Beacons across the country.

Lions Clubs have been involved in previous Beacon lighting events over the last number of year's. ie - The Trafalgar Weekend Beacons in October 2005, The Queen's Golden Jubilee Beacons in June 2002 and the Millennium Beacons in December 1999/2000, so it only seems right to invite your participation in this event. Those Clubs wanting to take part can use the event to raise money for a local charity or a national charity of your choice.

All the Beacon locations, along with the various organisations involved will be listed in a special book that will be given to The Queen after the event, as a lasting reminder of the moment in history celebrated.

The Beacons will be lit between the hours of 10pm and 10-30pm on Monday 4th June. Exact lighting times along with further information will be sent to those taking part nearer the date.

I understand that Lions Club International - British Isles and Ireland is made up from 13 Districts, with these Districts being broken down to 104 Zones, with each Zone averaging around 6 individual Clubs per Zone.

If this is correct, may I ask you to consider the following two options:

1 - Each District could organise ONE Beacon per District, which would give a total of 13 Lions Club International Beacons throughout the British Isles and Ireland.

2 - Each Zone could organise ONE Beacon which would give a total of 104 Lions Club Beacons throughout the British Isles and Ireland.

I do hope that Lions Club International - British Isles and Ireland will want to join in this Beacon lighting too, and look forward to receiving your views in due course.



The Council of Governors has agreed that it is a Club decision as to whether you get involved but would like to encourage as many Clubs as possible to get involved.

Clubs can get in contact with their local authorities and support them, or they can go it alone, or why not join other Clubs in the Zone to make it a Zone event.

We really need to know which Clubs are getting involved in the lighting of the Beacons so that we can tell the Queens office, so please let Brigitte know at HQ if you are taking part.

## LONDON OLYMPICS 2012

Your District Governor has already been informed that limited financial support from the MD Marketing & PR Committee and LCI is available to those Clubs who are participating with their Local Civic Authority in the overnight stopover celebrations of the Olympic Torch Relay. Lions Clubs who are participating should inform their District Governor as soon as possible, and no later than 31<sup>st</sup> December, with details of their involvement and the estimated cost. When we have all the District replies we will be able to inform you of the extent of the financial aid.

We regret that financial assistance cannot be made available to those Clubs who may be assisting along the Torch Relay route or at other Olympic Games events or venues.

We know a number of Clubs have already contacted their local authorities to see how they can get involved now that we know where the torch is going.

Although there are strict laws about what can, and cannot, be done in the way of using the Olympics for promotional purposes, it is still worth getting engaged and take the opportunity to promote Lions through assisting with the organising of any events that are taking place.