



We Serve

# Lions Technology for Communication & Connection

February 2021

# What do we mean by Community & Connection?



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- Club, District Communications
- Club, District Meetings (using technology)
- Reaching out to Community
- Community connecting with you
- Connecting with other Lions



# Communication & Connection Tools



- Social Media
- MailChimp
- Virtual Meetings

- Other Tools
  - Club Email Addresses
  - Mail Groups
  - Doodle
- Club Website





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# Social Media

Start a conversation (or  
two)





# Social Media



## Why use Social Media?

- Community Engagement
- Publish events
- Share the Lions message and experience with others
- Connect with other Lions, Clubs, Districts, LCI

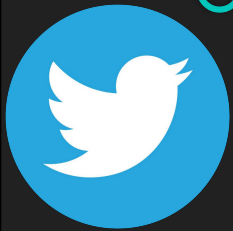
## Social Media Channels

- Facebook Page, Groups
- LCI Facebook Groups
- Twitter
- Instagram
- YouTube
- LinkedIn

# Social Media - Breakdown



- Facebook Pages – lots of people here, sharing increases reach, see how many have viewed posts, events, advertising, likes, **Facebook Live**



- Twitter – open to everyone, hashtags can “trend”, easily searchable on internet, followers (similar to likes)

- Instagram – photo-centric, color filters, followers
- YouTube – “free” video storage, subscribers, most used platform



- LinkedIn – more professional, articles, postings, spread Lionism through professional connections





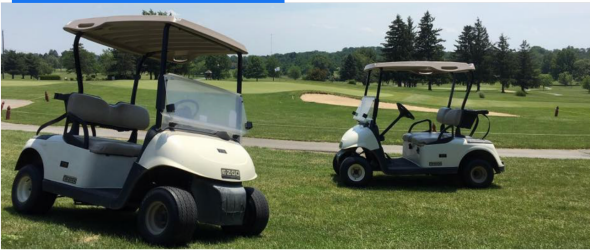
# Social Media - Examples

9:30 AM Sat Feb 20 91%

< Events

Event

Insights



SUN, AUG 16, 2020 AT 1:00 PM  
**2020 Annual Golf Tournament**  
Manada Golf Club · Grantville

Edit More

Event by Hershey Lions Club

Manada Golf Club  
609 Golf Ln, Grantville, PA 17028

Public · Anyone on or off Facebook

About Discussion

Posts

Say something...

Hosted by

Hershey Lions Club

Responses

Went	Interested	Shares
10	15	17

9:30 AM Sat Feb 20 91%


< Tools Events

Let people know what you have coming up. Create an event on Facebook. [Create Event](#)


Upcoming Events

No upcoming Events


Past Events




**ENDED AUGUST 16**  
**2020 Annual Golf Tournament**  
Manada Golf Club




**ENDED MARCH 1**  
**Pork and Sauerkraut Dinner**  
Grace United Methodist Church Hummelstown PA  
You shared this event




**ENDED FEBRUARY 27**  
**Isaac's Fundraiser**  
Hershey Lions Club  
You follow Hershey Lions Club



**ENDED SEP 22, 2019**  
**Spaghetti Dinner**  
Grace United Methodist Church Hummelstown PA, 433 E Main St




**ENDED JUN 11, 2019**  
**Hershey Lions Fundraiser at Isaac's in Hummelstown, PA**  
Isaac's Restaurants (Hummelstown, PA)




**ENDED JUN 1, 2019**  
**2019 Henry F. Nixon Amateur Golf Tournament**  
Manada Golf Club

See All

 **Hershey Lions Club**  
Posted by John Mallonee  
December 11 · 🌐

The Hershey Lions are donating over \$500 worth of toys and gifts to the Cocoa Packs Presents project in Hershey. Thank you to all of our members who helped to bring some joy to local youth this Christmas and holiday season.



You and 20 others

10 Comments 3 Shares

Like Comment Share

263 people reached >

[Boost Post](#)



# Social Media – LCI



## Facebook Groups/Pages

- Global Lions Forum – public group
- Lions Clubs Help and Support Group – public group
- Lions Global Action Team – private group
- MyLion Forum – private group
- Lions Clubs International - page

**More!**

## Why Connect

- Get ideas
- Meet other Lions
- Ask a question
- Keep up with current events

# Social Media – Ideas



## Ideas

- Donate Button
- Facebook fundraisers
- Events
- Advertisements
- Sharing
- Likes on other pages (Lions, Community)

## Additional Thoughts

- Tell a story
- Use photos and videos to support your story
- Target your story to your audience
- Different social media channels require different approaches

# Social Media Workshop



## Description

- You have agreed to be your club chairperson to organize, plan, and execute a new fundraiser. How can you use social media to help you? Be as specific as you can.







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# MailChimp

Email Marketing and  
Communication



**mailchimp**

# MailChimp



## What is it?

- Group/Mass email
- Build and cultivate your audience
- Used for marketing, but can also be used for communication

## Why use it?

- Large mail lists (avoid email from going to SPAM)
- Attractive email
- Ability to unsubscribe
- Ability to see who reads your email and clicks on links within your email

# MailChimp



## Free Version

- 10,000 emails/month
- 2000 subscribers
- Beyond 2000 subscribers, monthly fee starts at \$29.99

## Terms/Features

- Audience – 1 for free accounts
- Tags – create “sub-lists” for your Audience
- Campaigns – communication/marketing campaigns
- Reusable templates
- Upload files (instead of attachments)



# MailChimp



## Examples

- Club notifications and email
- Club newsletter
- District newsletter
- Club member birthday email
- Prospective members

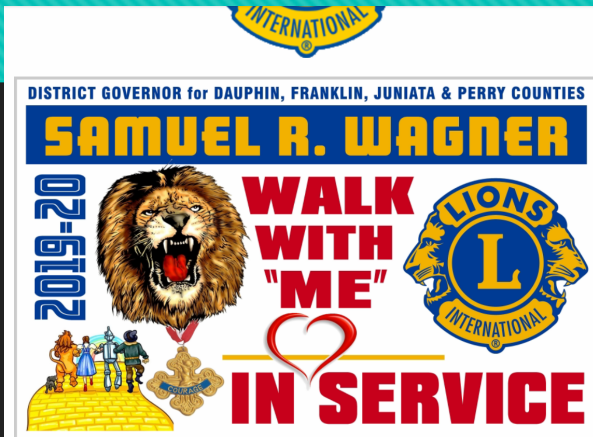
## Getting Started

- Sign up for free account
- Enter or import an Audience
- Build your profile (logo, name, address, etc.)
- Build your first communication (TO:, Subject, content)
- Send your first communication
- Experiment

# MailChimp - Examples



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**ATTENTION!!!**

**DISTRICT 14-T EXECUTIVE CABINET MEETING**

**WILL BE BY CONFERENCE CALL**  
(Details to be shared later)

**ON**

**JUNE 7, 2020, 2:00PM**

All committees that have reports, to present, must have them sent to Lion Gloria McPherson by May 27, 2020. Lion Gloria, will then send to Voting Cabinet Members, a packet of reports to be reviewed by cabinet members in preparation for voting June 7.



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Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).



[View this email in your browser](#)

## Happy Birthday!

**Thank you for serving!**

The members of the Hershey Lions Club all wish you a very Happy Birthday on this your special day. Without the individual talents and commitment of each of our members, we would not be able to serve our community of Hershey. We thank you for joining with us in service and hope that you continue to be a part of our club for years to come.

**Enjoy your day!**

The Hershey Lions Club



Copyright © 2021 Hershey Lions Club. All rights reserved.  
You are receiving this email because you opted in via our website.

## Newsletter

# MailChimp



## Tips

- Import users from LCI export
- Post to Social Media
- Mobile App
- Use Test Email
- View a demo or ask for help

## Tips

- Consider re-sending unopened mail
- Respect un-subscribers
- Use Replicate feature for similar communications/campaigns



# MailChimp - Dashboard













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9:09 AM Sat Feb 20

AA us19.admin.mailchimp.com

App Sto Edit Post <... WIX Create Your... mountain ti... Mailchimp D... Membership... UES - Servic... (3) Vacation... United Airlin...



Here's what's happening Filter by: All activity

Completed Campaign • Feb 9

Social Post From District 14-T February 2021 Newsletter Social Post • with posts to Facebook

Reach 24 • Impressions 24 • Engagement 1

Audience trend • Feb 7

2 unsubscribed from PA Lions District 14-T

Completed Campaign • Feb 6

District 14-T February 2021 Newsletter Email • with posts to Facebook

Clicks 12.3% • Opens 49.2%

Audience trend • Jan 21

1 new subscriber to PA Lions District 14-T

Total Audience [Add contacts](#)

801  
-1 (-0.1%) this week

Total audience breakdown

PA Lions District 14-T 801  
-1 (-0.1%) this week

Feedback



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# Virtual Meetings

Connecting when apart



zoom

# Virtual Meetings



## What do you use?

- **Zoom**
- **Facebook Rooms**
- **Microsoft Teams**
- **Lions Clubs Connect (NEW)**
- FaceTime
- Skype

## When do you use it?

- General Club Meeting
- Club Board Meeting
- Committee Meeting
- District Cabinet Meeting
- Training Session
- District Convention
- Social Event

# Zoom



## Getting Started

- Create a free Zoom account
- Schedule a meeting with just a few people
- Conduct an informal meeting before using for a more formal meeting
- Try using the major features
- Become familiar with free vs. paid features

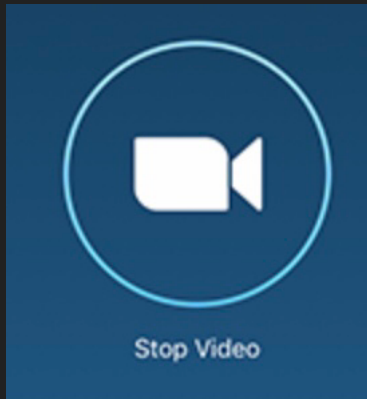
## Tips

- As moderator, join meeting early
- Ensure attendees have microphone and speakers
- Try views – gallery, speaker
- Adjust lighting (no background)
- View usage videos
- Use mute



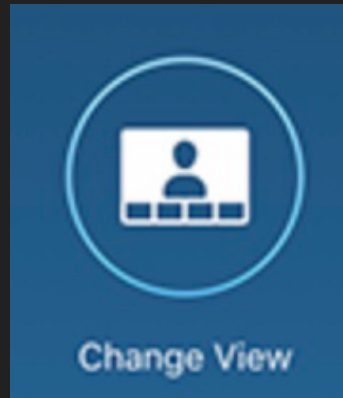
# Zoom

Cost -  
\$15.99/month



Start  
Video

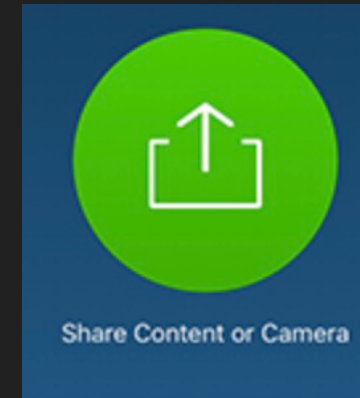
Stop  
Video



Speaker

Thumbnail

Gallery

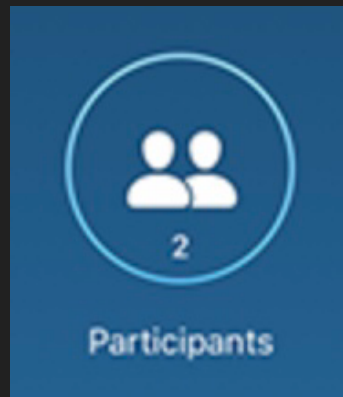


Share  
Screen

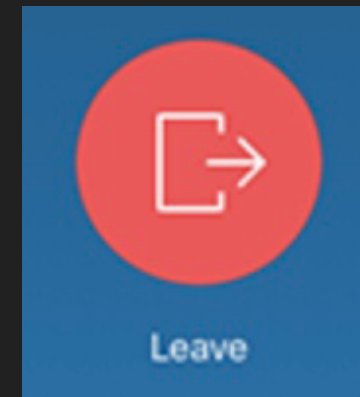


Mute

Un-Mute



View  
Participants



# Zoom – Get Creative



 **Hershey Lions Club Foundation**  
P.O. Box 243  
Hershey, PA 17033

**We Serve**

Pay to the Order of: DISTRICT 14 - T \$ 2,000.00

TWO THOUSAND AND 00/100 DOLLARS

Memo 2020-2021 District Governors's Projects

  
Treasurer

FEBRUARY 16 2021



# Communication Workshop



## Description

- As art of planning for your fundraiser, you need to plan as a committee and get broad communication about the event. How might you use virtual meetings and MailChimp?



zoom





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# Other Ideas

Some more things to try!



@yourclub.org







# Other Ideas

## Doodle

- Start time poll to find available time for scheduling meetings
- Invite attendees to complete poll
- Choose the best option
- Send results to participants
- Mobile App or **doodle.com**



8:14   

 Vision Resources Long Range Planning Com...



	FEB 16 Tue 12:00 PM 1:00 PM	FEB 17 Wed 12:00 PM 1:00 PM	FEB 18 Thu 12:00 PM 1:00 PM	FEB 18 Thu 7:00 PM 8:00 PM
	✓5	✓3	✓4	✓2
JM John Mallonee	✓	✓	✓	✓
DB Danette Blank	✓	✓		
ME Michael E. Jaeger	✓	✓		
HG Helen Gemmill	✓			
JJ Johnathan Jacks...	✓			

**Vision Resources Long Range Planning Committee** John Mallonee  
Latest activity one week ago

Poll Closed  
John Mallonee picked this date:

**FEB 16**  
Tuesday  
12:00 PM – 1:00 PM

[Add to Calendar](#)

 You and 4 others  Comment

# Other Ideas



## Email Forwarding

- Configure with domain registrar
- Create easy to remember names:
  - [president@hersheylions.org](mailto:president@hersheylions.org)
  - [membership@hersheylions.org](mailto:membership@hersheylions.org)
  - [eyes@hersheylions.org](mailto:eyes@hersheylions.org)

## Google Groups

- Use one email for many people
- Simpler than MailChimp
- Combine with Email Forwarding
- Examples:
  - [presidents-secretaries@palions14t.org](mailto:presidents-secretaries@palions14t.org)
  - [cabinet@palions14t.org](mailto:cabinet@palions14t.org)



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# Websites

Yeah, you still need one!

[www.palions.org](http://www.palions.org)





# Websites



## Why have one?

- Connect with community
- Research by prospective members
- Member reference
- Club administration (bills, meeting minutes, etc.)

## Tools


- e-Clubhouse, e-District
- WordPress (hosted, wordpress.com)
- Wix
- others

# Websites



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## e-Clubhouse



### Hershey Lions Club

Pennsylvania - United States

District 14-T

[Home](#)[Calendar](#)[Club Projects](#)[Photo Gallery](#)[Contact Us](#)[Newsletters](#)[Eyeglass Dropoff](#)[What We Do](#)[About Lions Clubs](#)[Meetings](#)

**Service Projects include**

- Providing eye exams and glasses for needy individuals
- Renting or buying medical equipment (walkers, canes, wheelchairs, potty chairs, others) for needy individuals
- Collecting used eyeglasses for redistribution around the world
- Annual breakfast for residents of Hershey Plaza Apartments
- Tree planting as part of Derry Township TreeVitalize program

Additionally, we regularly look for other ways to serve the community. Some examples of past projects are:

- Kiss Hershey Back

**Regular fundraising projects** of the club include:

- Annual Spaghetti Dinner - Spring and Fall
- Annual Golf Tournament - 1st Friday in June
- White Cane Collection Days - October
- Pies and Bread Sales - Thanksgiving
- Annual Sight Seal Fund Raising Appeal - mailings to Derry Township residents

The Hershey Lions contribute to these **vision/sight related projects**:

- [PA Lions Vision Research Center at the Hershey Medical Center](#)
- Local Diabetes Education Programs
- [Tri County Branch of the PA Association for the Blind](#)
- [Beacon Lodge Camp for the Blind](#) - Mount Union, PA
- [Leader Dog School for the Blind](#) - Rochester, MI


In addition to sight related projects, the Hershey Lions routinely support many **local organizations** and other local requests. These regularly include:

- [Derry Township](#) People Mover
- [Derry Township](#) Camping Association
- High School Student Awards

**Lions Clubs International News**

- Our Response to COVID-19
- Donate to Campaign 100
- Explore Our Global Causes
- Your Global Action Team
- Read LION Magazine
- Meet Our Leaders


Connect with Us Online



- Lions Clubs International
- LCIF
- Resource Center
- Lions Videos
- Be A Lion

Twitter

Tweets by @lionsclubs



**Lions Clubs** @lionsclubs

Where there's a need, there's a Lion. As cold weather approaches, Lions provide tents and sleeping bags to homeless people in the community. [bit.ly/376ouAk](#) #WeServe

## WordPress

### HERSHEY LIONS CLUB

[Home](#)[About Us](#)[What We Do](#)[Newsletters](#)[Contact Us](#)[FAQ](#)[Eyeglass Drop-offs](#)[Register](#)[Login](#)



# COMMUNITY SERVICE

The Hershey Lions Club is a group of local people who are interested in serving the community of Hershey. We are a chartered club of Lions Clubs International, the largest service organization in the world.

Cost - \$8.99/month



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# Websites - WordPress

The screenshot displays the PA Lions MD-14 website. On the left is a green sidebar with a navigation menu: Home, About Us, Calendar, Committees, Constitution, Bylaws, & Policies, Districts, Officers, Pride Magazine, Contact Us, FAQ's, and a Facebook link. The main content area features a post titled "Global Membership Newsletter" dated November 22, 2020, by John Mallonee. The post text states: "The November/December 2020 of the MD-14 Global Membership Newsletter is now available. Please take a read and share with others..." Below the text is a "CONTINUE READING" button. To the right of the post are sections for "Foundation" (PA Lions Sight Conservation & Eye Research Foundation), "ADDITIONAL LIONS PROJECTS" (LCIF, Leader Dogs for the Blind), "ADDITIONAL LINKS" (All State Band, Club Finances, Constitution, Bylaws, & Policies, Honors and Recognitions, Online Store), and "RECENT POSTS" (Global Membership Newsletter, Membership Connections Seminar). A "Posted in: News" tag is visible below the post title.

Posts

Navigation  
Pages

Theme (colors,  
fonts, layouts)

## Plugins

Calendar/Events  
Users (Register, Login)  
Downloads (files)  
People/Teams  
Statistics  
Tables  
Products, Billing  
More...



# Websites – hosting ideas

## Hosting Services

- Godaddy
- Hostgator
- Bluehost
- Hostinger
- A2 Hosting

## What to look for

- Cost per month (initial)
- Cost per month (after initial)
- WordPress support (and cost)
- Email addresses (how many, email forwarding, costs)

# Summary



## Review – what did you learn?

- Social Media
- MailChimp
- Virtual Meetings
- Doodle, email
- Websites

## Take Action

What are your top  
two takeaways  
that you will try or  
research?

**PDG John Mallonee**  
**District 14-T**  
**Hershey Lions Club**

- [pdgjohn@hersheylions.org](mailto:pdgjohn@hersheylions.org)
- Facebook – PDG Lion John Mallonee

