

STRONGER TOGETHER

Community Connections & Identifying Needs

PA Lions Fall Leadership Symposium, MD-14

October 4, 2026

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How can we connect?



SERVICE



MARKETING



SOCIAL
MEDIA



VISIBILITY

SERVICE

The Lion experience is about humans connecting through service.



Lions and Leos and non-Lions can work together to protect the environment to create healthier communities.



Raise awareness of the importance of protecting the environment while educating community members, and create positive change.



Provides many opportunities

- Growth and expansion of Lions clubs
- Partnerships with other community groups

Service Ideas



Participate in the UN Environment Programme's (UNEP) **Act Now: Speak Up!** initiative and voice your support for net-zero emissions.



Participate in an International Day inspiring individuals to Learn, Share and Act. There are International Days promoting **clean air**, **preservation of the ozone layer** and **biological diversity**.



Schedule a time for members of your club to meet with representatives of your local government. Share your concerns about local environmental challenges, and what the community can do to address them.



Explore educational opportunities designed to help young leaders build a sustainable future through **UNEP Youth, Education and Environment** resources.



Learn how Lions and Leos around the world are creating positive change in their communities by visiting the **Lions International Advocacy webpage**. Discuss ways your club can advocate for the environment through community awareness and education, legislation and public policy, or events and partnerships.



Challenge all Lions and Leos in your club to add at least one green habit to their daily lives. Inspire others by sharing your actions on social media. Habits might include using a reusable water bottle or coffee mug, changing to energy-saving lightbulbs or setting a time limit for your shower to reduce water consumption.



Plan a club service activity in honor of **World Environment Day** on June 5. Use the posters, photos, videos and other assets provided by UNEP to raise awareness of the day in your community. Share your impact on social media using the #WorldEnvironmentDay hashtag.



Research local nonprofits or government agencies focused on the environment. Reach out to learn more about their work. Download LCI's **guide to developing local partnerships** to get started.



Support communities affected by climate disasters like drought, famine, hurricane or extreme temperatures: plan a project to create toiletry kits, essential clothing packets and provide temporary housing to those in need.



Organize an **environmental teach-in** at a local school, library, house of worship, community center or park in honor of World Earth Day on April 22. Use the **Teach in Toolkit** located at earthday.org to get started.



MARKETING

- The 5 C's of Marketing:
- Company—define your organization-focus on your brand image/goals/uniqueness-ask what do you do better than others
- Customers—target your audience-study needs, habits, motivation—ask how will their needs change over time
- Competitors—are there others offering similar things—analyze their strength, weaknesses and marketing tactics—why would they choose us
- Collaborators—are there external partners-who are they-can partnerships work
- Climate (Context)—are there factors out of your control-look at trends, rules, social shifts & new technology-how do cultural trends affect us



SOCIAL MEDIA

- In today's fast-paced, globally connected world, connecting with audiences through both traditional and social media is key.
- Traditional media (offline), including in-person and word-of-mouth marketing builds trust and credibility.
- Social media (online) fosters real-time engagement, interaction and community.

The social media landscape is always changing

- Social media trends and channels shift quickly.
- Are you putting all your marketing efforts into just one channel?
- Diversify your efforts → Expanding to other platforms increases visibility.
- A broader social presence attracts new members, younger audiences, and more engagement.



VISIBILITY

1

Be visible in your community

2

Complete activities that benefit your community

3

Wear your Lions apparel/pin when completing activities---and when just out and about

4

Advertise your events--include Lions logo and club name

Community Connections

Be visible

Work together

Work with other community
groups (churches, Scout Troops,
civic groups)

Local schools, daycare centers &
businesses

Why Connect?



Increase visibility



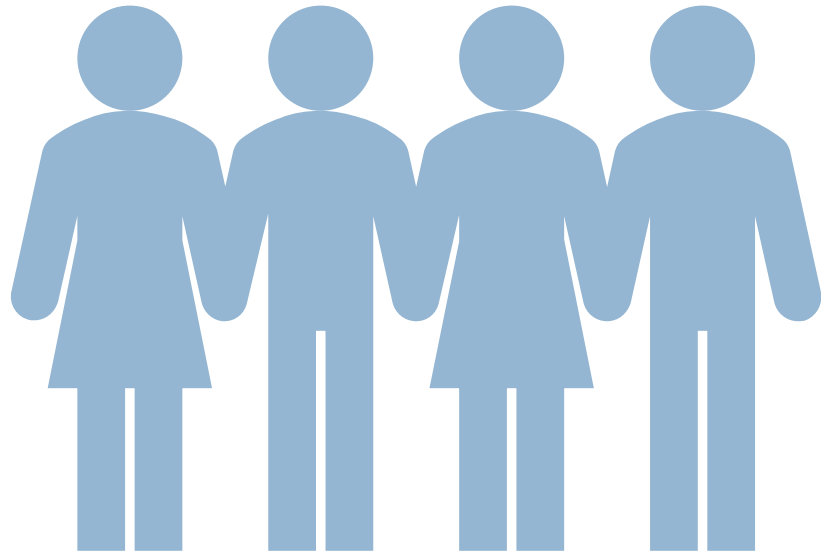
Increase awareness



Potential to increase
membership



New ideas



Identifying Needs

- Surveys or questionnaires.
- Focus groups or interviews with tenants.
- Data analysis (fuel poverty stats, health indicators, local economy)
- Engagement with community groups, schools, local businesses.
- Asset mapping (what facilities or support already exists)

- Keep connecting. Keep growing.
- Traditional and social media is a winning combo.
- Social media challenges have solutions.
- Don't put all your eggs in one social media basket.
- Be authentic.

REMEMBER TO....

<https://www.lionsclubs.org/en/v2/resource/download/119632317>