

MD19 Lions Branded T-Shirt Program Handbook

Grow With Us Marketing Initiative

Purpose

The MD19 Lions branded t-shirt program is designed to support two distinct situations:

- A. Rebuilding small, existing clubs
- B. Starting new clubs in unserved areas

Requirements and expectations are intentionally flexible and may vary based on the situation.

This program is designed to increase Lions visibility in the community, build public trust, and support membership growth through consistent service and storytelling.

Guiding Philosophy

This program is built on **trust, flexibility, and support—not rigid compliance**.

Based on feedback from district leaders, the program has shifted away from strict validation requirements toward a **good faith, real-world approach**.

- Clubs are not expected to be perfect
- Clubs are encouraged to take small, consistent steps
- Progress is valued over perfection
- Social media posts will serve as the primary demonstration of activity and impact

District Governors, Cabinet members, and Zone Chairs play an important role in:

- Recommending clubs
 - Providing insight based on club visits
 - Supporting clubs in their growth journey
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A. Small Existing Clubs Committed to Rebuilding

Introduction

Clubs participating in the MD19 Lions Branded T-Shirt Program are encouraged to use this opportunity as a tool for visibility, growth, and renewed community connection.

Recognizing that every club is at a different stage—with varying capacity, experience, and member availability—these are **guidelines, not strict requirements**.

The goal is to support sustainable growth, avoid burnout, and build momentum over time.

Suggested Guidelines

1. Commitment to Growth

Clubs demonstrate a desire to:

- Increase visibility in their community
- Grow membership or engagement
- Participate in the MD19 Grow With Us marketing initiative

This may look different for every club and does not require formal proof.

2. Financial Consideration

Clubs may request shirts if:

- Purchasing shirts would be a barrier
- The club has limited resources or is rebuilding

This is based on trust and local knowledge—not strict financial documentation.

3. Visible Community Service

Shirts should be worn at public-facing service activities.

Activities should take place in visible community locations such as:

- Parks
- Schools
- Community events
- Downtown areas

Clubs are encouraged to aim for one visible public service activity per month, as capacity allows.

Clarification for Clubs:

- Service activities do not need to be large or complex—simple, consistent efforts are encouraged
 - Clubs are encouraged to participate in existing community or partner events to increase visibility
 - The key expectation is visibility and storytelling: be present, wear Lions shirts, and take photos
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4. Social Media Participation

Clubs are encouraged to work toward:

- Posting approximately once per week (or as capacity allows)

- Sharing photos of members wearing shirts during service
- Writing simple descriptions of activities
- Including a clear call to action (follow, volunteer, attend, or join)

Timing Goal:

- Post photos and stories within approximately 5 days of the activity when possible
 - Support, templates, and training are available.
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5. Photo and Story Sharing

Clubs are encouraged to:

- Share photos and short stories
 - Highlight real community impact
 - Use simple tools or assistance if needed
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6. Accountability (Good Faith Participation)

Clubs agree to:

- Use shirts to increase visibility during public service
- Make a good faith effort to participate in social media storytelling

There are no punitive measures if clubs fall short.
Instead, additional support and coaching may be offered.

B. New Club Development (District-Led)

Introduction

For new clubs, shirts serve as an **early visibility and credibility tool**—helping establish Lions presence in a new community.

Suggested Guidelines

1. Identifying an Unserved Area

District leadership identifies a community where:

- Lions presence is limited or absent
 - There is opportunity for growth
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2. Visibility Strategy

Shirts should be used during:

- Interest meetings
- Outreach events
- Community service demonstrations

The goal is to make Lions visible and recognizable from the start.

3. Public-Facing Activities

District teams are encouraged to organize:

- Small service activities
- Community engagement events

These do not need to be large—visibility is the priority.

4. Social Media Presence

District or sponsoring clubs are encouraged to:

- Post regularly (as capacity allows)
 - Share photos of Lions in action
 - Invite community members to participate
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5. Invitation Messaging

Posts should clearly invite people to:

- Attend meetings
 - Volunteer
 - Become charter members
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6. Accountability

District teams agree to:

- Use shirts as part of a visibility strategy
 - Share updates and progress
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Program Support Structure

Clubs and districts are not expected to do this alone.

Support includes:

- Ready-to-use social media graphics and captions
 - Training through the Grow With Us initiative
 - Coaching from district and MD19 marketing teams
 - Peer support from other clubs
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Role of District Leadership

District Governors, Cabinet members, and Zone Chairs:

- Help identify clubs most in need of support
- Provide insight based on club visits
- Encourage participation and follow-through
- Offer guidance and mentorship

This ensures decisions are informed by real, local knowledge.

Key Takeaway

This program is not about shirts.

It is about:

- Making Lions visible
- Telling the story of service
- Creating opportunities for connection
- Supporting clubs in taking the next step forward

Even small actions, done consistently, can lead to meaningful growth.