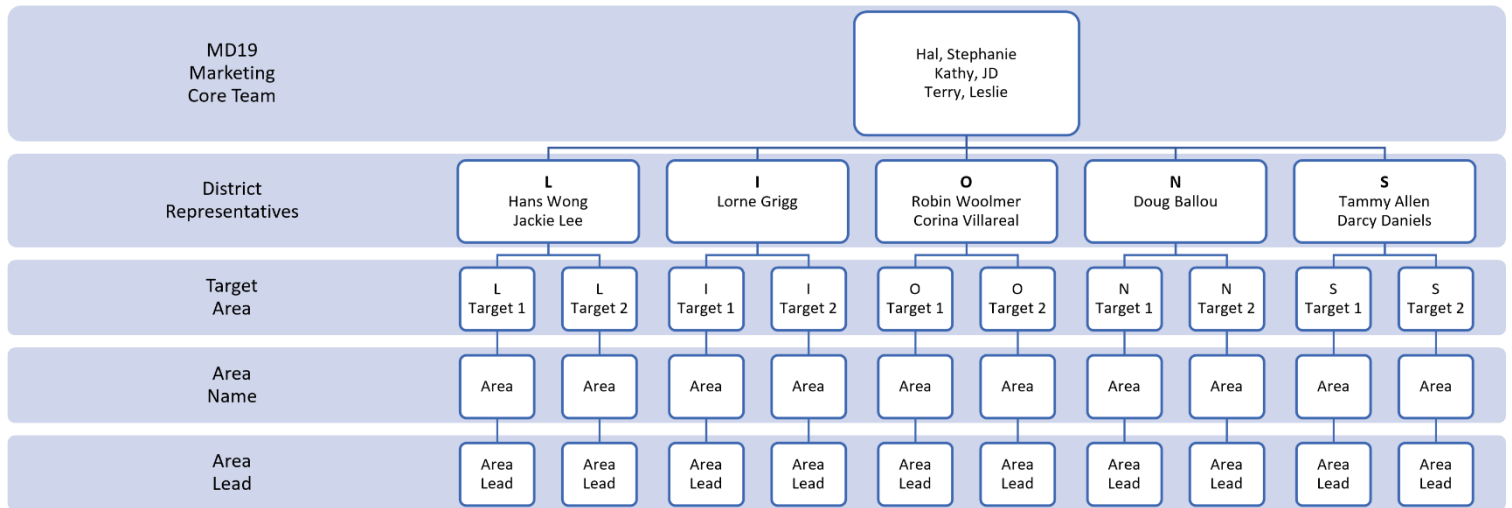


Marketing Report to MD19 to Council of Governors

Feb 2026

We have received a \$10,000 LCI grant for a Digital Marketing campaign. We originally intended this for two areas where clubs could be built. \$6,666.67 has been received.



We have held weekly Zoom meetings since early December.

We created a page on the MD 19 Website that looks like this:

The screenshot shows the MD19 website with a 'GROW WITH US' banner featuring a lion logo. Below the banner, there is a calendar of events:

- 7** International winter Council of Governors Meeting is scheduled for Saturday, February 7, 2026 via ZOOM. There will be a pre-council meeting Friday evening, February 6, 2026 via ZOOM as well. Details will be posted here as they become available!
- MAR 3** MD19 ENVIRONMENTAL COMMITTEE INVITATION — The MD19 Lions Environmental Team invites all MD19 Lions to its regular Zoom Meetings, the first Tuesday each month at 12:00 NOON. [Click here to log in](#). You can also import a recurring event to your calendar for the monthly meetings [here](#).
- MAR 3** KNIGHTS OF THE BLIND COMMITTEE — The MD19 Lions Knights of the Blind committee invites all MD19 Lions to its regular monthly Meetings, the first Tuesday each month at 6:30 P.M., via Zoom. [Click here to log in to the meeting](#). Visit the [KOTB website](#) for details and information about the MD19 Knights of the Blind.
- MAR 6** NORTHWEST LIONS FOUNDATION BOARD OF TRUSTEES MEETING — A Northwest Lions Foundation Board of Trustees Meeting is scheduled for 7:00 P.M. Friday, March 6, 2026, via ZOOM. See www.northwestlionsfoundation.org for details as they become available!



MD19 Grow With Us Marketing Initiative

Overview

The MD19 *Grow With Us* Marketing Initiative was launched with a focused strategy aimed at accelerating membership growth and club engagement through coordinated digital marketing. The initial rollout emphasized targeted saturation in selected geographic areas across the five districts.

Original Strategy & Goals

- Identify two target areas per district
- Saturate those areas with consistent, repeated messaging
- Increase community awareness, engagement, and membership interest
- Support clubs with ready-to-use marketing tools and reimbursement opportunities

Current Status

- Adoption within the original target areas has been slower than planned
- Participation has been inconsistent across districts and clubs
- Despite slower uptake, foundational work has continued and matured

January Progress: Team Formation & Capacity Building

During January, substantial time and effort were dedicated to building a strong and sustainable Multiple District framework to support long-term success.

- **Administrative & Coordination Support**
Kathy Crawford was added as Administrator and Coordinator to strengthen organization, improve communication, and keep timelines, meetings, and reporting on track.

- **Website Development**

JD Nellor was brought on board to create and manage the *Grow With Us* website, establishing a centralized hub for campaign materials, tools, and information accessible to districts and clubs.

- **Graphics & Campaign Execution**

Graphics Coordinator Terry Blais continues to perform at a high level, delivering consistent, effective graphics aligned with both monthly campaigns and targeted audience frameworks.

This focused investment in people, systems, and foundational infrastructure has positioned the initiative for scalability and broader adoption.

January Success Story: Poulsbo Lions Club

One notable January success highlights the effectiveness of consistent participation in the *Grow With Us* framework.

The **Poulsbo Lions Club** committed to **daily posting throughout January**, intentionally mixing:

- Service project content
- Community impact posts
- *Grow With Us* recruiting graphics and invitation messaging

Early results from just one month of activity show six new prospective members currently in the pipeline, with a high likelihood of conversion to full membership.

This example demonstrates that when clubs consistently combine service storytelling with invitation messaging, the program produces measurable membership momentum in a short timeframe.

Infrastructure Readiness & Scalability

The *Grow With Us* initiative is no longer constrained by tools or capacity:

- Campaign graphics, captions, and messaging are complete and tested
- Processes for onboarding, support, and reimbursement are in place
- Leadership coordination and content delivery systems are established

As a result, the program is now capable of supporting participation by every club across MD19, rather than being limited to specific target areas.

February Strategic Shift

Beginning in February, the initiative will transition from a limited-target strategy to broader engagement by:

- Expanding messaging beyond initial target areas
- Actively engaging district leaders with an invitation to participate
- Positioning *Grow With Us* as a ready-to-use, supported program for all clubs
- Reducing barriers to participation through clarity, simplicity, and shared resources

Next Steps: District-Level Engagement & Ownership

For the initiative to succeed at scale, districts must now invest comparable time and effort into building district-level capacity.

This effort is **not solely a marketing initiative** and is **not limited to marketing and membership**. Effective implementation requires cross-functional leadership and shared ownership.

Each district is asked to:

- **Form a District-Level Grow With Us Team**, including:
 - Marketing Chair
 - Membership Chair (GMT/GET)
 - Service Chairs
 - Zone Chairs
 - District Leadership
- **Commit to Regular Meetings and Communication**
District teams should meet regularly to align service, marketing, and membership efforts; discuss progress; and address challenges.
- **Ensure Integrated Collaboration**
 - Service projects create relevance and visibility
 - Marketing amplifies impact
 - Membership converts interest into action
 - Leadership ensures accountability and alignment
- **Actively Drive Club-Level Adoption**
District teams are responsible for communicating expectations, encouraging participation, supporting clubs, and ensuring consistent use of the program tools.

Summary

While early adoption within targeted areas has been slower than anticipated, the *Grow With Us* initiative has reached a critical milestone. The infrastructure is complete, the team is in place, and the program is fully scalable. The Poulsbo Lions Club example demonstrates that consistent participation produces real membership results. Success in the next phase depends on districts matching the Multiple District's commitment—building strong teams, meeting regularly, and treating *Grow With Us* as a shared leadership initiative that integrates service, marketing, and membership into a unified growth strategy.