



# MD19 Marketing Initiative Grow With Us

The MD19 Grow With Us marketing initiative helps Lions Clubs grow through a simple two-pronged strategy for posting on Facebook:

- **Service** posts that show your club's impact in the community; and
- **Invitation** posts that welcome new members—using ready-to-use graphics.

## Service Posts



### Show people what Lions do

Share photos and stories from your service projects to highlight your club's impact in the community.



## Invitation Posts



### Invite them to be part of it

Use ready-made graphics and captions to welcome neighbors who may not know about Lions yet.

**Post 2 - 3 times per week to keep your Lions club visible, welcoming, and growing.**



### How to find & use the ready-made graphics:

1. Go to <https://lionsmd19.org/marketing.php>
2. Pick a graphic and caption from a campaign
3. Post it to your Facebook page