



Lions Awareness Week

Proposal:

To have an annual specifically designated Lions Awareness week within Multiple District 202.

Purpose:

- To help raise the profile and awareness of Lions in all Districts and Clubs throughout NZ by running similarly focused activities in the same week.
- It would provide a Media opportunity for publicity in newspapers and on television and radio both in local communities and nationally.
- The week would encompass LCI World Service Day – the date for this is always 8 October.

Publicity:

- Executive Officer to work with Morrison McDougall over NZ-wide publicity.
- Clubs to work with local newspapers and radio stations
- Club Presidents to prepare interviews for discussion with radio compares
- District Governors to guide Zone Chairmen to foster interest and activities among clubs.

Suggested format:

Sunday:

Lloyd Morgan Charitable Trust Dinner:

- Commence the week with a Lloyd Morgan Dinner and presentations.

Monday:

A **Community Service Day** – “Taking pride in our Community”.

- Set up a Lions display in shop window/libraries & shopping malls for the week promoting local Clubs.
- Get schools or community groups on board to assist with a “town clean up” or a “spring clean”.
- Involve the community in tree planting or some other beautification/environmental project.
- Clean up a local park, lake side, coastal area or side of a highway/road.
- Organise to provide service to a family / group / individual in need within your community.

Tuesday:

Health Awareness:

- Strides for Diabetes Awareness Day – Work with local Community/DHB/Diabetes teams. Diabetes testing, have-a-cuppa gatherings with Lions brochures. Plan a ‘strides’ event - one in the morning and another in the afternoon.
- Drug awareness evenings for parents – DARE programme (*Drug Abuse Resistance Education*)
- Hearing Dogs / Deaf Foundation
- Heart / blood pressure / cholesterol / prostate awareness – health seminars/Expo – information for public events. Work with stroke, cancer, asthma, arthritis, Alzheimers, heart, brain injury & Parkinsons groups.
- Seminar of what is available to assist the elderly in their community – work with Age Concern, Disability Resource Centres.

Wednesday:

Lions Supporting Youth:

- Old Coin trail (copper trail) with proceeds to our Heads Up For Kids project. These would need to be run in prominent places within towns/suburbs.

Thursday:

World Sight Day:

- Give service to the visually impaired.
- Promotion of our Eyeglass Recycling project - collect used spectacles for the Pacific Islands.
- Have Guide dog displays and a collection
- Take a group of visually impaired residents on an outing e.g. out for lunch.

Friday:

World Service Day:

- Team up with the NZ Breast Cancer Foundation and collect for the Pink Ribbon Appeal.

Saturday:

The Great NZ Lions BBQ

- Team up with some celebrity Chefs at local supermarkets or Mega Stores/The Warehouse. All proceeds to LCIF.

General:

- Have promotional flyers at each event.
- Clubs could have a signature project planned and gather names of people to assist – these people could be future Lions.
- For Clubs in the City – they could come together within their Zone and team up for the week's events; they could each take responsibility for one of the days.
- For those with smaller Clubs in an area, they could set the week's activities around the number of Lions they have so that each day's programme is achievable with the manpower available.
- If necessary Clubs could co-opt friends to assist, what better way to attract new members?

Expected Outcomes:

- Greater Lions profile
- Increased membership
- Above all an increase in Public awareness of just what Lions Clubs and their members undertake within their communities

For more information contact your District Governor