

MD 201 PR STRATEGY 2013-2015

“One Organisation”

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OVERVIEW

Public relations take many forms but its intention is to tell an organisation's story and to help shape public opinion of the organisation.

For Lions Australia it is also about increasing the membership of the organisation, keeping it fresh and relevant in the 21st Century, and continuing the great work of all the clubs and foundations in serving their communities.

Through an ongoing and consistent PR strategy Lions Australia between now and 2015, can support the membership drive with positive reinforcement that the organisation is a valuable resource with credibility, structure and commitment.

The PR strategy will

- Create community affinity and build relationships across geographic, demographic, social, and special interest groups and individuals.
- Deliver messages through a range of media and sources about how Lions clubs, members, projects and foundations operate, their commitment to service, the organisation's history/heritage and in general create a positive vibe.
- Build momentum into the launch of a new campaign or events, i.e. the annual National Convention, the national International Convention, special campaigns, i.e. “Two More Hands”.
- Develop internal networking programs between Council, Districts, Clubs and members to reinforce and strengthen relationships and connections for the future of Lions as ‘one organisation
- Reinforce the positive aspects of the organisations, its relevance to the culture and status of local communities and new leadership with new visions.

To reach increasingly diverse areas using public relations is one of the most cost-effective approaches to success through:

- increasing brand awareness
- Helping articulate compelling stories
- engaging target audience
- creating, renewing and improving relationships
- delivering positive publicity
- encouraging acceptance and involvement

SCOPE OF THIS STRATEGY

This strategy is presented to the Council of MD201 for endorsement and recognises that it cannot bind Districts, Clubs or Lions Clubs International who are all partners in membership retention and growth.

Central to the Strategy is that, if adopted, each District Governor will use their best efforts to seek full endorsement from the Districts, to ensure that the strategy can be fully implemented.

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“ONE ORGANISATION” STRATEGY (2013 – 2015)

2013/2013 has been a period of change, evolution and new focus for Lions Australia in the areas of PR and Media Relations.

Internally, new approaches to the dissemination of information are now being introduced with new technology being used to create a ‘One Organisation’ policy.

This policy is being developed in such a way that once clearly defined will form a template for all clubs and districts to adopt and will allow the easy flow of information through a network within the organisation so that club members will receive updates and critical messages in a timely fashion.

Much of this success of this policy will depend on the willingness of all parties to adopt the structure and follow its format.

This new “One Organisation” strategy will consist of External and Internal approaches:

External – for Public and Media Access

- Clearly defining and promoting the Three Key Focus Areas
- Establishment of the new Lions Australia Website
- Ongoing and consistent positive social media via Lions Australia Facebook
- Encouraging development of Club Facebook pages and Oz-Clubhouse websites.
- Adopt a viable plan for paid Lions Australia advertising, as well as FTA, CSA and Promotional DVD
- Use of Lions Australia Twitter
- Availability of Lions Australia video material on dedicated YouTube/Vimeo channel
- Ongoing Lions Australia Blog
- Building and supporting a network of public relations volunteers in Districts and Clubs

Internal – for Clubs and Members

- Reinforcement and promotion of the message of the Three Key Focus Areas
- Streamline information and education for all members
- Promote a clear and focused network of communication and distribution of information and education between all levels of Lions
- Ongoing social and relevant media via Lions Australia Facebook
- Development of Club Facebook pages and Oz-Clubhouse websites
- Providing formatted documents in Member Section of the Website – accessible 24/7 and updated monthly or as required.

RECOMMENDATION

The ‘One Organisation’ strategy be adopted throughout Australia with the acceptance of the three key focus areas to define and describe the efforts of the organisation:

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DEVELOPING COMMUNITY SERVICE CAPACITY IN ADULTS AND YOUNG PEOPLE

This acknowledges all the work done in local communities, working with the disadvantaged, supporting local programs, Driver Reviver, maintaining parks and playgrounds, selling Christmas Cakes and Mints, running BBQs and participating in special events.

CREATING HEALTHY COMMUNITIES THROUGH INNOVATIVE MEDICAL RESEARCH AND TREATMENT

This area covers all the efforts that support the Foundations, i.e. the ALF, the ALCCRF, the ALCMF, Hearing Dogs, Drug Awareness, Prostate Cancer, Diabetes, LEHP, CPEC etc.

BUILDING DISASTER RESPONSE AND RESILIENCE

This is the area mobilised during times of crisis, e.g. during floods as in SEQ, Victoria, Northern NSW, and bushfires as in Victoria, Tasmania, WA and NSW.

PUBLIC/MEDIA RELATIONS STRATEGY

Because the communications landscape is evolving fast and new innovations, technologies and tools emerge continuously it means that policies and strategies need to be flexible and adaptable.

When planning any PR/Media strategy it is important to:

- Define the audiences, understand who they are
- Be clear about what you would like them to think about you
- Involve people and make them feel valued
- Convey messages in a way that is suitable
- See the media as a way of achieving your objectives
- Be clear about objectives

The PR & Media Policy for Lions Australia should involve best practice in the following areas:

- Ethics – promote understanding of ethical issues
- Reputation – communicate the value of what we do
- Social Media – its value and best use

PR is an excellent way to take a message into the space of ‘news’ rather than advertising which has authority, credibility, and readership.

The catch is that ‘news’ must be ‘news’ and not advertising. To effectively enter the PR space you need to have a story that a journalist believes is news that will entertain their audience.

Unlike with advertising you do not control the final story and message.

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Promotion and development of relationships with the print and electronic media are key to successful outcomes.

To date contact with print media in rural and regional areas has been very effective. However, there continues to be issues in encouraging major city print and electronic media to embrace stories about and relating to Lions projects, efforts and successes. This seems to be an issue not only in Australia, but also the USA.

One positive is that the brand ‘logo’ is well known and most people know that Lions are a service organisation.

Lions Australia PR & Media Strategy will involve all streams of media available to Lions Australia with the following goals:

IMMEDIATE & LONG TERM GOALS – NATIONAL

- Ongoing recruitment of new members
- Ongoing retention of current membership
- Consistency of the three key messages of Lions Australia

IMMEDIATE GOALS – NATIONAL OFFICE

- Collaboration with and sharing of information from the various Foundations and A and B Category Projects to ensure maximum exposure to the electronic and print media (including magazines) of current and new projects.
- Promotion of high profile conventions, i.e. National Convention in Canberra, April 2013 and Hamburg in July 2013, and other upcoming annual Conventions
- Promotion of Barry Palmer’s role as International President of Lions (the 1st Australian to hold this position), which will be announced at the Hamburg Convention in July 2013.
- Promotion and marketing of new “Two More Hands” TVCs and DVD via Free to Air (FTA) and Digital platforms and on the Website/Facebook

PUBLIC RELATIONS OFFICER

This role is currently funded 14 hours per week. The PRO is required in that time to cover a wide range of duties, including media liaison and relationship development, Social Media (including Facebook management), production of media releases, production supervision of the Two More Hands Television/DVD campaign, collaboration on video production, researching stories and statistics, providing support to all levels of the Lions organisation, prioritising projects, report writing, writing magazine articles where required, developing forward plans.

There needs to be an understanding that expectation must be in line with the practical issues of time versus output. For example, maintaining Facebook can involve up to two hours per day and the current PRO is updating the page four days per week to keep it relevant, fresh and to encourage interaction. If additional output is required then it may be necessary to increase the hours of the PRO.

RECOMMENDATION

Lions consider a ‘volunteer’ member taking on the responsibility of Facebook administration (as with the role of Webmaster). The role would require someone with a reasonable understanding of Facebook and Social

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Media who would be willing to give a commitment and the time to ensure regular management of the page. All research indicates that for many organisations and companies this role is vital to their public image and is a key component of their PR/Media strategy.

If a volunteer was available to manage Facebook, then this would free up the PRO to dedicate more time to other matters for Lions without increasing hours.

DISTRICTS AND CLUBS

It is recognised that for Districts to implement new public relations and media efforts they will require the support and assistance of the PRO at National Office.

For the new strategy to work well there needs to be collaboration between the Multiple District, Districts and Clubs. A successful implementation and outcome will be reliant on networking, sharing of information and the ability of both to be proactive in achieving good local results. Major events within the District would of course be supported nationally and attributed to the District of origin.

While District Governors and other Lions at high levels know of the great work done by the Foundations or the Relief groups, many Club members do not and so information needs to be distributed and delivered on a regular basis. This effort can only increase the sense of all members being part of “One Organisation”.

Delivery of this information can be done with the support of District Governors and by the PR coordinators at District level, and it can also be done at Zone and Club level with the support of the Public Relations Officer at National level.

IMMEDIATE AND LONG TERM PR & MEDIA GOALS – DISTRICTS & CLUBS

- Proactive collaboration and networking with local media, i.e. journalists from local newspapers, radio and television in promotion of local events/fundraising.
- Yearly or twice yearly media function, hosted by District Governor, where local media are invited to drinks/canapés and in a social atmosphere made to feel a part of the District/Club's activities.
- Two More Hands DVD to be shown and distributed and Media release template to be used
- Support and communication with National Office to ensure consistency.

RECOMMENDATIONS FOR NATIONAL PUBLIC RELATIONS OFFICER

The Multiple District Public Relations Officer will develop a strong network between the Multiple District and District Public Relations teams to improve the image and profile of Lions with particular goals to:

- a) Build a continuing modern social media and digital presence for Lions,
- b) Continue to promote positive Lions stories in local newspapers and radio,
- c) Increase communication between the Multiple District and Districts to support escalating positive media to a regional or National level.
- d) To work together to promote the Lions Television and Radio community service announcements, and other promotional materials,
- e) Highlight the importance of strong, local profile building to clubs, to contribute to membership growth.

In practical terms this will include:

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- liaise with and provide support to District and Clubs as required via regular quarterly newsletters to update and inform of new projects, information, changes in procedure.
- issue 2-3 media releases monthly media (where appropriate) for distribution to mainstream media and monitor and report regularly on the uptake of these releases.
- create templates for use by District and Clubs in relation to media releases and media alerts, so that there is a consistency of delivery across the organisation.
- collaborate with District Governors and other Lions and provide support and event strategies where required, especially in relation to the recommended early or twice yearly Media functions and special events.
- liaise directly with media (print and electronic) to establish relationships and good will in achieving publication or broadcast of relevant Lions stories – reporting on this quarterly via the Council report.
- maintain fresh and interesting news and information on the Website and Facebook page.

It is also important that we acknowledge and support the District and Club Public Relations personnel, within the available resources. Therefore it is recommended that the Public Relations Officer hosts a workshop at each Multiple District Convention for incoming District Public Relations Officers and incoming Club Public Relations Officers.

SOCIAL MEDIA STRATEGY

Definition: Social media is the term commonly given to Internet and mobile-based channels and tools that allow users to interact with each other and share opinions and content. Social media involves the building of communities or networks and encouraging participation and engagement

Since the beginning of 2013 we have seen a significant increase in the growth of the Lions Australia Facebook page, and the embracing by more and more clubs around Australia of this form of social media. There is also a marked increase in the interaction between followers of the Facebook page.

What Facebook has done is on a daily/weekly basis disseminate news, advice, notices, events, useful and sometimes humorous information. This has created connections between clubs and their activities with a wider range of followers and interested parties.

This is extremely important to the culture of Lions Australia, giving those members and clubs now involved in Facebook a sense of being part of “One Organisation”, not a group of individuals having to work on their own.

With these stronger connections it is hoped that gradually within all clubs there will be a better understanding of the scope of the projects that Lions is involved with, both locally and globally.

It is also hoped that with the new technology and the involvement of some new, fresh and younger members, programs and ideas, there will be a growth in membership and an acceptance and welcome by established clubs and members.

RECOMMENDATION

- Promote Social Media as a means of communicating news and information with Clubs in Australia and also globally.
- Encourage Clubs to create their own Facebook page and be part of the “Lions family”.

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- Require Clubs to be consistent in the manner in which they create their Facebook page and how they use them. Sharing news and information is very positive and allows for recognition of effort by peers and the public.
- A target of 2,000 ‘likes’ for the end of 2013, and growth to 5,000 members over the coming two years.

‘TWO MORE HANDS’ (TMH) TVC & DVD CAMPAIGN 2013-2015

The Two More Hands campaign has been developed to promote the work and service of Lions Australia. The three x 30second commercials have a life expectancy of 2-3 years and the 60second promotional CSA (Community Service Announcement) and 6mins30sec promotional DVD have a life of 4-5 years.

All the materials demonstrate the great work done by members and in using the ‘call to action of *Two More Hands*’ provide motivation for more people to join Lions and grow the organisation.

The DVD package contains:

- 1) Three x 30second commercials, which are intended for national broadcast on a range of Free to Air (FTA) and digital platforms as well as being accessible via Facebook and the new Lions Australia website. These commercials each focus on one of three different areas of Lions service, Community, Disaster and Emergency Relief and Health and Medical Research.
- 2) A 60second Community Service Announcement (CSA) for use in a range of areas including Free to Air (FTA) broadcast. This CSA is a more traditional view of Lions and the service members provide and is presented in a narrative style.
- 3) A six minute promotional DVD called “*Two More Hands*” that is a more expansive overview of Lions Clubs and is presented in a narrative style using Lions members from a range of clubs.

The *Two More Hands* campaign is focused on the future for Lions Australia members and clubs. It is about bringing together people who have the ability to make things happen, who have new ideas as well as a passion for their communities. Lions Australia needs to encourage these kinds of people to join our organization so that it can grow and flourish.

RECOMMENDATION:

- The TMH television commercials are for Broadcast, either FTA or Pay TV/Digital platforms.
- In terms of ‘paid advertising’ advice on best value for money should be sought from an experienced Media Planner.
- The TMH promotional CSA is for use on FTA regional television, by clubs at conventions, meetings, in talking with potential new members.
- The TMH promotional DVD is for use by Council, District and Clubs at conventions, meetings and events where appropriate.
- All TMH material will feature on the Website and on Facebook. We anticipate wide usage and download.
- All Lions Clubs to be provided with a free DVD copy of the campaign materials.
- Use of the unique “*Two More Hands*” logo so that it will become identifiable as part of the Lions organisation.

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ADVERTISING STRATEGY

TV is often viewed as too expensive however, with the range of Pay TV, Digital broadcast television networks and Internet downloads/viewing opportunities it is an area that is very effective.

Using Television/Internet maximizes the reach of a message and provides the opportunity for potential members to visually understand what Lions has to offer.

BENEFITS OF PAID ADVERTISING:

- Audience reach in terms of targeted demographic
- Increased brand recognition and elevation of status
- Increased understanding of brand
- Increased retention of membership
- Increased recruitment of new members

The Two More Hands commercials are suitable for paid advertising if free broadcast time is not available or possible.

Understanding how the best value for money can be managed, it is recommended that advice be sought from an experienced media planner. Media planning is a specialized field and identifying a good planner who can work with and maximize the available budget will be essential to the success of the campaign.

Media planning is a four-step process which consists of

- 1) setting media objectives with an understanding of marketing and advertising objectives,
- 2) developing a media strategy
- 3) designing media tactics
- 4) proposing procedures for evaluating the effectiveness of the media plan.

Media planners make three crucial decisions

- where to advertise (geography)
- when to advertise (timing)
- what media categories to use (media mix)

It is the job of media planners to formulate the best media strategies -- allocating budget across media categories, geographies, and time.

SUMMARY OF RESOLUTIONS

1. Council adopts the Public Relations and Media Strategy.
2. The 'One Organisation' strategy be adopted by the Multiple District promoting these three key focus areas to define and describe the efforts of the organisation:
 - a) Creating Healthy Communities through innovative Medical Research and Treatment,

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- b) Developing Community Service Capacity in adults and young people,
 - c) Building Disaster Response and Resilience.
3. Council creates the new voluntary position of Facebook developer and recruits a suitable Lion to the position.
 4. The PR Officer, Webmaster, Facebook developer and Executive Officer work together to promote the Association as an ad-hoc “Messaging Team”.

The Multiple District endorses the approach in this strategy to continue to develop social media and electronic platforms as a key plank of the Public Relations Strategy.

5. District Governors are encouraged to nominate District Public Relations Officers on their Cabinet.

The Multiple District Public Relations Officer develops a strong network between the Multiple District and District Public Relations teams to improve the image and profile of Lions with particular goals to:

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The Public Relations Officer hosts a workshop at each Multiple District Convention for incoming District Public Relations Officers and incoming Club Public Relations Officers.

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AUTHORISATION

The signatories below endorse this strategy and agree to take steps to implement it at Multiple District, District and Club Level

Council Chairperson

District Governor

MD Global Membership Team Coordinator

Constitutional Area Global Membership Team Coordinator

Revision No.	1.0	Relates to:	Governance
Revision Date	18 June 2013	Applies to	
Author	Rob Oerlemans	Authorised by	Rob Oerlemans

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TABLE OF REVISIONS

Rev #		Description of Change
1.0	June 2013	New document