The Lions Connection

News for \_\_\_\_\_\_\_ Lions in District \_\_\_ Zone \_\_\_

**Date**

# Lions Success

A great start for a newsletter is sharing a success story. Who did an outstanding service project? Who’s been recruiting multiple new members or building their club’s fellowship? Who provided or attended excellent leadership training? Who has a big social media following? Any of these can draw in your readers and provide inspiration for Lions.

If you are planning to publish your newsletter regularly, consider rotating the lead stories between service, membership, leadership and marketing. It also helps to have a topic in mind when asking for stories. A specific request can often generate more responses than a generic one.

It’s always great to include a photo of the Lion or the Club in action when you can. There are tips for capturing and editing photos in the Brand Guidelines, which you can download from the [Brand and Marketing webpage](https://www.lionsclubs.org/en/resources-for-members/brand-guidelines), along with logos and photos.

Quotes give a story personality. Questions like, “Why is this important to you?”, “What have you learned about yourself?” or “What would you like everyone to know?” can spark meaningful quotes that will connect with Lions.

If you would like to learn more about telling Lions’ stories effectively, there is a webinar recording on [*The Art of Storytelling*](https://vimeo.com/473611402) on the Lions Clubs website.

# Club Achievements

Here’s a sample of what our clubs have been up to recently. Congratulations to all our hard-working Lions and Leos!

Place club achievements from your zone below.

**\_\_\_\_\_\_\_\_ Lions Club** – place a brief description of the club’s achievement here

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# Upcoming Events

Our clubs grow stronger when we learn from and support each other. You can help by promoting, participating and celebrating with fellow Lions and Leos.

Place upcoming events for clubs in your zone below.

**\_\_\_\_\_\_\_\_ Lions Club** – place a brief description of the club’s event here

**International** – To learn more about the annual Lions Clubs International Convention visit the convention website <https://lcicon.lionsclubs.org/>

# Zone Notes

So far this year, the clubs in our zone have gained \_\_\_\_ members and lost \_\_\_\_.

Place any notes relating to your zone here.

An additional note about this newsletter template: You can choose a 2-column layout, save it as a PDF, copy it into an email or an email system. You choose what works best for you and your zone.

# News or Questions?

Replace the picture and contact information below with your zone chairperson’s information

Do you have an announcement to share about your club’s activities? Questions about processes or resources? Want to share your experience as a Lion? I want to hear from you!

Call, text or email Zone Chairperson \_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_ or email\_\_\_\_\_\_\_\_\_\_ Where there’s a need, there’s a Lion.

Those who are happiest are those who do the most for others.”  
 – Booker T. Washington