

5M-5 Cabinet Report
Marketing and Communications
January 10, 2026

List the highlights of what is *new* with your area of Cabinet service (foundation, etc.) since our October 27, 2025, cabinet meeting?

We have been strategically planning the use of the Marketing Grant received from the Multiple District, focusing our efforts on three key areas including public-facing service events. A primary goal is the official launch of the Minnetonka Club; these funds will provide the foundation they need to thrive and feel connected to our broader mission. Our GET Coordinator, Michael, is available to answer any questions regarding the club's progress. Additionally, we are prioritizing member retention and 'Member Joy' to better support our struggling clubs while further enhancing the membership experience within our existing, thriving clubs.

To improve visibility and clarity within our community, we are updating our outward-facing communications to identify District 5M-5 as the Lions of Hennepin County. Since the general public is often unfamiliar with how "districts" are structured, this unified name offers a clear, local identity that aligns perfectly with our geographical borders. By adopting this name, we can better communicate our local impact and make it easier for Hennepin County residents to recognize and connect with our mission.

We are excited to launch a Recruitment Pitch Competition, inviting clubs to create short videos that highlight why people should join the Lions and what makes our organization so special. These videos should be up to 90 seconds in length and filmed on your phones in a vertical 'Reel' format, making them easy to share across social media. This initiative is a great way to showcase our mission and reach potential new members throughout the Hennepin County community.

Please note that we will no longer be sharing individual club events on the main district Facebook page. This page is dedicated to highlighting district-level news and demonstrating the difference between district and club activities. To share your club's events and connect with other Lions, please encourage members to join and post in our District 5M-5 Network group. Your interaction with all our social media posts is also vital, as it helps increase our collective visibility and impact.

List what your area of Cabinet service (foundation, etc.) is planning (events, activities, fundraisers, etc.) during LY 2025 – 2026?

As we transition to our new public-facing identity as the Lions of Hennepin County, we are also streamlining how clubs share their impact with the District. We are establishing a new process for clubs to submit service photos and videos, which will be featured across both our internal and external communications. By sharing your content, we can better showcase the incredible work our clubs are doing to promote our global causes and highlight the heartbeat of service across our District.

How can District 5M-5 Lions support your area of Cabinet service (foundation, etc.) during LY 2025 – 2026?

I would appreciate your support in spreading the word about our **Recruitment Pitch Video Competition**. This is a fantastic opportunity for clubs to engage in some friendly competition while creating impactful recruitment tools. Beyond the contest, it allows members to sharpen their digital marketing skills, which will help them better promote their own club events within their local communities.

Additionally, once our new photo and video submission portal is live, I would love your help in encouraging members to share content of their service projects. By capturing our 'everyday heroes' in action, we can significantly boost our District's promotional efforts and ensure our clubs get the recognition they deserve across all our communications.

If you have additional details to report, you may include additional pages. Cabinet Reports are stored on the 5M-5 District website at Lions5M5.org. As a Cabinet member you have responsibility for submitting your report to 5M-5 Cabinet Secretary and reading Cabinet reports when distributed or by accessing cabinet reports on the district website.

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