

5M-5 Cabinet Report

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

Great news, Lions! Our district has been awarded another \$1,000 marketing grant from the Multiple! This funding is a powerful resource that will allow us to elevate our membership drive and massively increase awareness about the essential work Lions are doing in our communities.

We're going to put this grant to work to meet the challenge set by International President AP Singh: growing a member a day for a year across our district! I am partnering with our GMT and GET leaders now to develop a strategic, high-impact plan focused on club growth and recruitment.

Currently, we're in the final stretch of our social media ad campaign promoting the Service Carnival on October 28th. We are also actively informing the public about Lions Quest and our overall mission through a pivotal community event and by building strong partnerships with local organizations.

To better showcase our district's mission and impact, the main district page is now exclusively for district-level news and announcements. Club events will no longer be shared there. To ensure your events get seen and to connect with the wider network, please direct members to join and post in the District 5M-5 Network group. Remember, your likes and shares on *any* district post are essential—they help us reach more people and amplify our collective impact!

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

I am launching a new project to significantly enhance our clubs' marketing capabilities. The first phase involves creating a district-wide photo library centered on our Global Causes.

Action Needed: I will be photographing various service projects throughout the year. If your club is planning a visually appealing project, please contact me so I can capture these moments and make them available for *all* clubs to use in their promotions.

The second phase is focused on expanding our digital reach. I am actively working to revitalize our Instagram presence to better connect with the general public and younger individuals in Hennepin County, helping them discover the impact of Lions.

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

I'm reaching out to ask for your partnership in several key marketing areas that will significantly boost our district's public awareness and impact. Our primary goal is to build a high-quality, district-wide photo library that all our clubs can use to promote our Global Causes. Therefore, please let me know when your club is holding a visually impactful service project so I can help capture these great moments and share them with the entire district.

We also want to shine a spotlight on our members! We are looking for Lions to feature in our "Why We Serve" Wednesday posts. If you know an under-recognized Lion who deserves to be highlighted for their dedication, please share their contact information with me so I can reach out.

To create engaging "Foundation Friday" content that powerfully demonstrates the impact of your work, the timely submission of your club's cabinet reports is absolutely essential. **I cannot stress this enough: your reports provide the specific service data—the "who," "what," and "how much"—that transforms a general foundation activity into a powerful, shareable success story. Without the details in your reports, we miss out**

on opportunities to celebrate our foundation's efforts publicly and inspire others. Please make submitting your reports a top priority so we can use your success to market the entire district.

Finally, I'm available to help your club directly with skills and strategy. If there is enough interest, I would be happy to provide a photography class on how to take compelling pictures for the media. I am also available to speak to your club about marketing best practices at a future meeting. Just let me know which specific topics you are interested in and when you would like me to come. By collaborating on all these fronts, we can dramatically increase our collective visibility and impact across our communities.

If you have additional details to report, you may include additional pages. Cabinet Reports are stored on 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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