

Monday Marketing Minute – Hong Kong

Good morning Lions,

I'm writing this week's Monday Marketing Minute from Hong Kong, about halfway through the International Convention.

The convention is more than sitting in the auditorium watching and listening.

It's the conversation treasures discovered in the hallways.

Over coffee at Starbucks.

Around a dinner table.

Between sessions.

Those are the moments that stay with me.

Here's the question I'd like you to think about with me.

What are we sharing about Lions?

When we craft a social media post, a flyer, a newsletter, or even have a conversation about Lions...

Are we simply telling people what happened?

Posting photo dumps of smiling Lions?

Or are we thinking about our reader?

What will they see?

What will they feel?

What will they remember?

Will they understand why it mattered?

Packing eyeglasses for recycling so someone else can see.

Cleaning up so our community feels a little more welcoming.

Reading with a child.

Helping at a vision screening.

Serving a meal.

When we tell our story, we're inviting people to experience Lions.

To see themselves in the story.

Maybe as someone who needs our help.

Maybe as someone who can connect us to another organization.

Maybe as someone who wants to serve alongside us.

Quick Action

This week, before you hit Publish, ask yourself one question:

Am I simply telling people what happened...

Or am I helping them understand why it mattered?

Serving with purpose,

Lion Marie

District 46 Marketing Chair