



USING MAINSTREAM MEDIA TO RECRUIT NEW LIONS



**Do YOU stand out from the crowd?
Do YOU have what it takes to be a Lion?**

If you want to serve your community, if you enjoy the company of men and women who share your ideals and objectives and you place self-fulfilment, fellowship and commitment above material reward, then you may well have all the qualities you need to be a Lion.

If you would like to find out more about the Lions Club of Jersey and what it's like to be part of the world's largest community service organisation, call Lion Peter Tabb on 726704 or 07797 721275 for details.



For more than 56 years Lions in Jersey have served to make a difference

1. ADVERTISING

THE above advertisement to attract new Lions is used on the mainstream media (local press) usually in features about community service and only rarely as stand alone. This advertisement has generated a number of responses, some of which (although not many) have led to new Lions. Allaying this advertisement to a relevant feature adds to its attraction. A similar version was used in a recent 4-page Jersey Evening Post supplement about the Jersey Lions' project Maison des Landes and also a 12-page supplement about the Jersey Lions' Swimathon and also attracted a response. Remember that advertising sets out to do just three things, to inform, to persuade and to remind. And your advertisement copy must set out to do that.

2. EDITORIAL

SITS VAC advertisements, even for charities, are often expensive and where do they appear? In the run of publication where they share space with commercial advertisements covering any topic or product? In the Classified where they compete with all the other Sits Vac? In a 'Charities' section where all ads compete with each other for attention. All at a cost.

One way to avoid the cost is to turn the 'advertisement' into a news item. Journalists will readily accept stories from Lions Clubs, but first of all they must be NEWSWORTHY.

- Who are the Lions?
- What do Lions do?
- Why are the Lions recruiting?
- Who are they looking for?

Use existing publicity material where its relevant to your Club. Use the brand. Make sure you give personal contacts so that 'applicants' can talk to a person.

The advertisement pictured above can readily be turned into an article, accompanied, for instance, by a picture of Lions at in the community. A message from the Club president or the Community Service chairman is also a valuable adjunct.

While the mainstream media does not have the immediacy of social media, it has a much greater degree of credibility and still has its place in informing, persuading and reminding.

The press in particular has the benefit of being journals of record and tend to have a much longer shelf-life than social media.

All media can and should be used to create compelling recruitment advertising, but each must be used to its particular strengths – this is not a case of one size fits all.

Remember the Lever Brothers' founder's axiom: "Half our advertising is wasted. Unfortunately we can't tell which half."

That's as true today as it was when it was stated a century ago.

Lion Peter Tabb MJF, Editor, I05SC Sentinel March 2022