



# LIONS PR TOOLS

## Wisconsin Lions Statistics

Being able to quantify your community service helps tell your story and makes it more personal for the readers/viewers/listeners.

Depending on the story angle, statistics about your specific club and/or the statewide projects we support may be appropriate. Many don't realize that you can get specific information about the hours your club volunteers from the Annual Activity Report (A1) your club secretary submits to LCI each July.

As for our statewide projects, here's some current statistics from the Wisconsin Lions Foundation and Lions Eye Bank of Wisconsin (by district where possible) to use in your PR efforts.

### Membership Stats

Lions Clubs International is the world's largest service organization with 1.3 million members in 205 countries and geographic areas.

Here in Wisconsin, our membership breaks down as follows:

Dist.	Clubs	Members
A1	54	1,864
A2	50	1,801
B1	72	2,202
B2	73	2,659
C1	57	1,699
C2	47	1,728
D1	55	2,286
D2	48	1,766
E1	52	1,803
E2	50	1,865
Total	558	19,673

### Wisconsin Lions Foundation

#### Camp

- A1 – 208 campers

- A2 – 198 campers
- B1 – 197 campers
- B2 – 182 campers
- C1 – 117 campers
- C2 – 52 campers
- D1 – 194 campers
- D2 – 64 campers
- E1 – 53 campers
- E2 – 81 campers
- Out-of-state – 6 campers
- With the 66 American Diabetes Association staff included, we served 1,418 campers free-of-charge

### Diabetes Awareness Participation by Club

Dist.	Alert Day	Awareness Mo.
A1	9	10
A2	6	3
B1	4	1
B2	17	4
C1	8	5
C2	6	4
D1	13	5
D2	4	0
E1	7	5
E2	6	4
Total	80	41

### Eye Glass Recycling

- Wisconsin Lions collected 1.2 millions pairs of used eyeglasses
- Glasses were sent to 29 different countries
- Wisconsin Lions fitted 33,000 in rural Mexico with glasses last year.

### Children's Vision Screening:

- 35 Lions/Lioness clubs screened 7,810 children
- 433 were referred for a complete eye exam.
- Many more clubs

conduct screenings but do not file a report, so the number of children screened is much higher.

- Prevent Blindness held 9 training sessions where 157 Lions/Lioness were certified to do screenings.

### Hearing Aid Program:

121 Hearing Aids ordered:

- A1 - 19
- A2 - 15
- B1 - 24
- B2 - 1
- C1 - 15
- C2 - 8
- D1 - 11
- D2 - 8
- E1 - 6
- E2 - 14
- 4,346 used hearing aids worth \$20,677 recycled

### Lions Eye Bank of Wisconsin

#### Lions Cornea Express Transporters

Dist.	Clubs	Members
A1	34	353
A2	26	285
B1	42	257
B2	32	211
C1	49	261
C2	24	146
D1	45	490
D2	22	215
E1	11	97
E2	22	183
Total	307	2,498

- Each club makes from 5-50 trips a month in rain, sleet, snow or hail and all other seasons of the year.
- 1,000 corneas provided for transplant.

## Talking To The Media

Like many skills, talking to the media takes preparation and practice to ensure success. As you prepare for community service activities, think about what messages you want to get across. Review the Key Message below now and prior to interviews, activities where the media might be present and visits to other organizations. They can be used as is or adapted to meet your specific club needs.

- Lions Clubs International is the world's largest service club organization, with a network of 1.3 million men and women in more than 200 countries and geographical locations. We serve where we live, as well as globally, and we have fun doing it.

Though well known for successful initiatives in vision health, Lions service is as diverse as its members. We meet all sorts of needs, from assisting the elderly to helping victims of natural disasters.

- Lions give 100% of donations to our causes. We cover all our costs through our dues.
- Lions make a difference everyday everywhere. Whether by organizing a pancake breakfast fundraiser or building a wheelchair ramp for someone in need, we are a hands-on organization.

### Key Questions

Take time to practice answering these questions with your fellow Lions and always remember to accentuate the positive.

**Who are the Lions?**  
Lions are an international network of 1.3 million men

and women dedicated to making a difference locally and globally.

### What do Lions do?

Lions meet the needs of our communities and the world, ranging from assisting the visually impaired and working with local youth to medical missions and disaster relief.

### How are Lions relevant to today's world?

Since 1917, Lions have met the needs in their communities and continued to improve the areas in which they live. As long as there are needs around the world, we will work to meet those needs.

### How do I become a Lion?

If you are interested in becoming a Lion, contact your local Lions club and express interest in learning more. A club locator can be found on the Lions Clubs International Web site [www.lionsclubs.org](http://www.lionsclubs.org).

### Are there women Lions?

Yes. Women are the fastest growing segment of Lions.

### As in other community organizations, is Lions membership declining?

No. Lions membership is increasing. Programs such as Family Clubs, Leo Clubs, Campus Lions Clubs and New Century Lions Clubs, are helping us adapt to meet the growing needs of the world around us.

### I would like to volunteer in my community but why should I do so as a Lion?

Lions meet the needs of those in their own communities as well as around the world and we have fun doing it.

Working together locally and internationally, the worldwide network of Lions has vastly more resources and is able to accomplish much more than individuals and small groups working alone.

**Need help? Contact your District PR Chair or MD27 PR Chair  
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