

Public Relations Report

Report by: IPDG Kathy Crawford, Chairperson

Date Report Sent: 5/16/16

As the MD19 PR Chairperson, I am responsible for PR for the MD19 Lions Leadership Foundation. We completed a mailing to all clubs in April, asking for donations to the MD19 Lions Leadership Foundation.

A 3-year Marketing Plan for MD19 is being drafted and will be released to the MD19 District Support Team soon. Part of that plan will include the promotion of the "Spring Ahead" membership campaign.