

Shifting from Internal to External Marketing

What's the Shift?

Internal Marketing: Posts for current members

External Marketing: Posts for the community



Understanding the Shift (with Examples)

Most Lions Clubs naturally post content for current members. These posts are familiar, comfortable, and important—but they often assume the reader already knows who Lions are and what the activity means.

External marketing adjusts the wording so **anyone in the community** can understand the post and feel invited in.

Below are examples of how the *same photo* can be written two different ways.

Example 1: Service Project Photo

Internal Caption:

“Great job today, Lions! Thanks to everyone who came out this morning.”

External Caption:

“Today, Camas Lions volunteered to pack food boxes for local families in need. Serving our community is what Lions do—and we’re always happy to welcome new volunteers.”

Example 2: Event Announcement

Internal Caption:

“Don’t forget—meeting tonight at 6:30!”

External Caption:

“Curious about volunteering in Camas? Join the Camas Lions Club for our meeting tonight at 6:30 to learn how we serve our community and have fun doing it.”

Example 3: Fundraiser or Activity

Internal Caption:

“Another successful Walk & Knock! Thanks, everyone!”

External Caption:

“Thank you, Camas! Because of your generosity, the Camas Lions Club helped collect food for local families through the annual Walk & Knock food drive.”

Key Takeaway

Internal captions speak *to members*.

External captions speak *about service* and *invite the community*.

A simple way to shift a caption is to add:

What the service was

Who it helped

Why it mattered

When posts are written this way, Lions service becomes visible, meaningful, and inviting to the public.

Shifting from Internal to External Marketing

Why It Matters

- Builds awareness beyond our club
- Attracts new members
- Increases visibility of Lions service

How Clubs Can Transition

- Gradually adjust post messaging
- Keep members engaged while speaking to non-members
- Share service in a way the public understands

Goal

Make Lions visible, welcoming, and relevant to the community

Why This Matters

People cannot join an organization they do not see or understand. If Lions service is only visible to current members, the broader community never has the opportunity to learn who Lions are or how they can get involved.

External marketing helps:

Increase **visibility** so the community knows Lions are active

Build **credibility** by consistently showing real service

Improve **relevance** by connecting service to community needs

This is how Lions service turns into **community interest**—and how interest eventually turns into **new members**.

A Reassuring Note for Clubs

This is **not an all-or-nothing shift**.

Clubs are not being asked to stop internal posts or change everything at once.

Internal marketing still matters and should continue.

What *is* changing is the **lens**. Posts should be written so they make sense not only to Lions, but also to someone in the community who may be seeing your club for the very first time.

A Simple Transition Plan

Start small. One change at a time makes a big difference.

Rewrite captions so they **explain the service**, not just show a photo

Add **one sentence** that speaks directly to the community

Continue recognizing members while also explaining *why the work matters*

This approach keeps current members engaged while intentionally inviting non-members to learn more.

Key Takeaway

The goal is simple:

Make Lions visible, welcoming, and understandable to the community.

When people can clearly see what Lions do—and why it matters—they are far more likely to show interest, attend an event, volunteer, and eventually become members.



Facebook Content Activity & Consistency

The Goal

Be visible, predictable, and active

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Topic 2: Facebook Content Activity & Consistency

Before we talk about tools, tips, or algorithms, it's important to set the right tone.

Facebook success is not about perfection—it's about consistency.

Many clubs hesitate to post because they think they need the perfect photo, the perfect wording, or the perfect graphic. The truth is, none of that matters as much as simply showing up—again and again.

Facebook rewards activity. People trust what they see consistently. And communities connect with organizations that feel active, visible, and engaged.

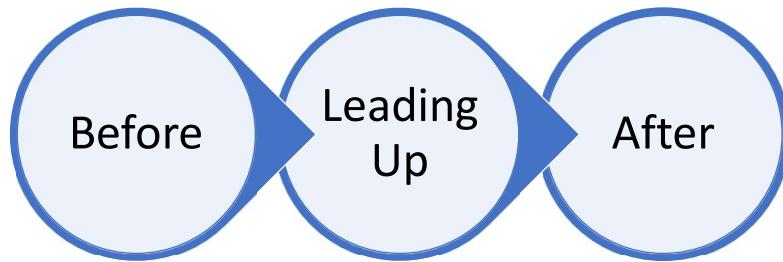
This topic is about building *habits*, not pressure. It's about creating a rhythm of posting that feels manageable, repeatable, and sustainable for clubs of all sizes.

That's why we're encouraging a **90-day pilot period**—a short, realistic commitment where clubs focus on posting regularly, learning what works, and gaining confidence along the way.

Consistency is what turns:

Events into awareness
Awareness into engagement
Engagement into community trust
And once that trust is built, growth follows.

Facebook Content Activity & Consistency



90-Day Consistency Challenge

- Commit to posting regularly
- Try this for 90 days

Before the Event

- Create a Facebook Event
- Post about the activity
- Invite community members

Leading Up

- Post 1–2 reminders

After the Event

- Post within 24 hours
- Share photos + a short recap

Consistency builds visibility, reach, and confidence

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90-Day Consistency Pilot: A Simple Approach That Works

To help clubs build strong and sustainable Facebook habits, we encourage a **90-day consistency pilot**. This is not about perfection or posting every day—it's about creating a realistic rhythm and sticking with it long enough to see results.

Over 90 days, clubs begin to:

Build confidence in posting

Develop repeatable habits

Create enough visible content for community members to recognize activity

Learn what works for their club and their audience

A short-term commitment makes the process manageable and less intimidating.

Posting Checklist: Before, During, and After Activities

The most effective Facebook pages follow a simple pattern: **before the activity, leading up to it, and immediately after**.

Before the Activity

Every activity should be posted **before it happens**. This creates awareness and gives the community a chance to engage.

Use **Facebook Events** whenever possible

Facebook Events extend your reach beyond your page and make activities easier to find and share.

Create the Facebook Event **three weeks in advance** when possible

Build a posting schedule based on the event date

Leading Up to the Event

As the event approaches:

Post reminders

Share short updates or photos

Build excitement and curiosity

Invite **community members**, not just Lions

These reminders help keep the event visible and reinforce that Lions are active and welcoming.

After the Event

Post **the same day or within 24 hours** while the experience is still fresh.

Share photos

Briefly explain what happened and why it mattered

Thank participants or the community

Timely posts feel authentic and complete the story.

Why This Works

This approach works because it aligns with how Facebook and people behave.

Facebook favors **active pages**

Repetition builds **recognition**

Consistency builds **confidence**—for both the club and the audience

When people repeatedly see Lions serving the community, trust and familiarity grow naturally.

A Word of Encouragement

You do not need fancy graphics, perfect photos, or carefully polished wording.

You simply need to **show up consistently**.

Real photos, simple captions, and steady posting matter far more than perfection.

Key Takeaway

Consistency is what builds visibility, reach, and momentum.

When clubs commit to steady posting over time, community awareness grows—and growth becomes possible.

Topic 3

Photos & Content Strategy

Photos That Perform Best

- People in action
- Faces + service moments
- Community settings
- Clear Lions presence (shirts, vests, banners)

Captions Made Easy

- Use AI to write short, engaging captions
- Answer: *Who • What • Where • Why it matters*
- Keep it simple and friendly

How Many Photos?

- 3–5 strong photos per post
- Quality over quantity

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Topic 3: Photos & Content Strategy

Photos are the most important part of a Facebook post. Strong photos stop people from scrolling, tell a story quickly, and help the community understand what Lions do—often before they read a single word.

This section provides guidance on choosing effective photos, writing simple captions, and building a balanced content mix that supports service visibility and membership growth.

What Types of Photos Perform Best

The best-performing photos show **people and action**. These images feel authentic and help the community picture Lions actively serving.

Strong photo examples include:

Lions **in action** (serving, sorting, building, assisting)

Faces and natural interactions

Community members engaging with Lions

Clear Lions visibility (shirts, vests, banners, signage)

Group photos taken after an event are fine, but action photos taken **during** the service tell a much stronger story.

Quick tip:

If you can only take one photo, take it *while the service is happening*, not after it's over.

Using AI to Write Captions Quickly

Writing captions does not need to be time-consuming. AI tools can help clubs create short, engaging captions that match their photos.

A simple caption formula works well:

Who did the service

What was done

Where it happened

Why it mattered

Example prompt for AI tools:

"Write a friendly Facebook caption explaining this Lions service project and why it helps the community."

Captions should be:

Clear and conversational

Written so non-Lions can understand

Focused on service impact, not internal details

How Many Photos to Post

More photos are not always better.

Recommended guidelines:

3–5 strong photos per post

Choose quality over quantity

Avoid uploading long photo albums unless they add value

A few clear, meaningful photos are more effective than many similar ones.

Photos & Content Strategy

GOOD

- Group posed after the event
- Everyone standing in a line
- Smiling, but static
- Little context about the service

Why it's OK:

- ✓ Shows participation
- ✓ Easy to take

BETTER

- Lions **in action** (serving, sorting, building, helping)
- Close-ups of faces + hands
- Interaction with community members
- Lions shirts, vests, or banners visible

Why it works:

- ✓ Tells a service story
- ✓ Feels authentic and human
- ✓ Stops the scroll

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GOOD Photos

A **Good** photo is one that documents participation. These photos are easy to take and commonly shared, and they still have value.

Good photos typically include:

- Group photos taken **after** an event
- Lions standing or sitting in a line
- Everyone smiling at the camera
- Little visible action or motion

Why these photos are good:

- They show that an activity happened
- They recognize member involvement
- They are quick and comfortable to take

Limitations of good photos:

- They often require insider knowledge to understand
- They don't clearly show *what* service was performed
- They are less engaging for people outside the club
- Good photos work best for internal communication and record-keeping, but on their

own, they may not fully capture the impact of Lions service for the community.

BETTER Photos

A **Better** photo tells a story. These images help people immediately understand what Lions are doing and why it matters.

Better photos typically include:

- Lions **in action** during the service
- Close-ups of hands, faces, or interaction
- Movement and natural moments
- Community members engaging with Lions
- Visible Lions branding when possible

Why these photos work better:

They clearly show the service being performed

They feel authentic and human

They stop people from scrolling

They help non-Lions understand Lions' impact instantly

Better photos allow the viewer to imagine themselves participating, which is a powerful step toward engagement and interest.

Quick Comparison

Good photos show *who was there*

Better photos show *what was done and why it mattered*

Simple Tip for Clubs

You don't need professional photography skills.

While taking a group photo at the end of an event, also take:

- One action photo

- One close-up

- One interaction shot

Those few extra seconds can turn a good post into a better one.

Key Takeaway

Good photos document service.

Better photos **tell the story of service**.

And stories are what connect Lions to their community.

Topic 3

Photos & Content Strategy

#1 Content Priority: Service

- At least 1 service project per month
- If no project → post about **what Lions do**
- Need more service?
 - Partner with another Lions Club
 - Share a joint service project

Balanced Content Mix

- Service project storytelling
- Member recruitment graphics

Goal

Show service → Invite participation → Grow membership

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Top Priority: Service Projects

Service projects should be the **#1 content focus** on a club's Facebook page.

Aim for **at least one service project per month**

Service posts show impact, purpose, and relevance

Service content builds trust and community awareness

If Your Club Has No Recent Service to Share

Create a **generic service-focused post** explaining what Lions do

Highlight the causes your club supports

Share how Lions help locally and globally

If More Service Opportunities Are Needed

Partner with another Lions Club

Plan a **joint service project**

Both clubs benefit from shared service and shared content

Partnerships increase impact and make content creation easier.

Creating a Healthy Content Mix

A strong Facebook page includes a balance of:

Service project storytelling (primary focus)

Member recruitment messaging (secondary focus)

Use the recruitment graphics provided by the MD19 Marketing Team to support membership growth. These should be sprinkled in naturally alongside service content—not replace it.

Service shows *what* Lions do.

Recruiting invites people to *join in*.

Key Takeaway

Photos tell the Lions story faster than words.

By consistently sharing strong service photos, simple captions, and a balanced mix of content, clubs make Lions:

Visible

Approachable

Relevant to their community

When people see Lions in action, interest grows—and growth follows.



What's Next

Build the Foundation First

- Consistent posting
- Community-focused messaging
- Visible service history

Then Test Paid Boosts

- Start small
- Learn what works locally
- Adjust and improve

Why This Matters

- Boosts work best with existing content
- Visibility leads to awareness
- Awareness leads to membership interest

What's Next?

What's Next

“Everything we’ve talked about tonight is about building a strong foundation.”

Before we spend any grant dollars on paid Facebook boosts, clubs need:

- Consistent posting habits
- Clear, community-facing messaging
- A visible history of service and activity

Once clubs have built up quality content and a rhythm of posting, **then** we begin testing paid Facebook boosts.

Paid boosts work best when:

- There is already content on the page for people to scroll through
- The message is clear and written for non-Lions
- The post highlights real service happening in the community

Boosting without content is like inviting people to an empty room.

Our approach will be:

- Start small and test
- Learn what works in different communities

- Adjust and improve over time

The goal of paid boosting is not just likes—it's:

- Increased visibility
- Community awareness
- Membership interest at the local level

“This is about sustainability. We’re building marketing skills inside clubs that last beyond the grant.”

Closing thought:

“When clubs consistently show their service, the community starts to notice—and growth follows.”