

# Penny Campaign

# Cent Campaign



**Lions Clubs International**  
**BRITISH ISLES & IRELAND**  
At the heart of your community

One of the biggest challenges facing Lions clubs is to let members of the public know who we are and what we do. A campaign created by the PR/Marketing team helps do that through a clear message:

# WE CARE

about every penny\*

Using a simple – cost effective – postcard communications device:



The postcard is designed as a conversation starter when meeting members of the public or potential supporters. Just ask: How can you help Lions make every penny/cent in your local community?

**THE FRONT:** We know people are concerned about how their money is being spent. Using the card, you can proudly tell them that Lions make every penny/cent count by helping local communities, doing good deeds, having fun - and not spending a single penny/cent on administration costs.

**THE BACK:** Explain further using the reverse of the card. Use local examples of initiatives that focus on helping others through health, sight, youth or international projects. You can point out Lions social media details and your Club's personalised contact information.



### CALL TO ACTION:

The postcard is a reminder of the **JUST ASK** recruitment idea – encouraging all Lions to **ask** people to come along to events or become members.

The centre of the postcard is the really clever part. By sticking a shiny new coin over the penny/cent image, you can capture public attention, emphasise the Lions' penny/cent message – and talk about how they can get involved in making every penny/cent count.

\* The new campaign is being launched in the British Isles as the Penny Campaign and in Ireland as the Cent Campaign – and we've heard the idea has reached around the world and may be adopted in other countries.

# Just ask...



## How do I get hold of the postcards?

Order penny postcards via MDHQ by email: [mdhq@lions.org.uk](mailto:mdhq@lions.org.uk) or phone: 0845 833 9502  
Order cent postcards via Joe Kerr, Supplies Officer, email: [supplies@lionsclubs.ie](mailto:supplies@lionsclubs.ie)

## How much do the postcards cost?

The penny postcards cost £2.00 per 100 cards – so that's £10.00 for 500 cards (plus P+P)  
Contact Joe Kerr direct for prices in Ireland of the cent postcards

## How can the postcards be personalised?

MDHQ can supply 'Contact Us' labels to the exact size for the cards at a cost of £10.50 (inc. P+P) for 500. Provide details for the five lines of text on the labels, when ordering.



### HANDY HINTS ON PREPARING YOUR COINS:

- Collect sufficient coins
- Purchase glue dots  
(From retailers or online eg Poundland, Hobbycraft or Ebay)
- Place any grubby coins overnight in vinegar or cola, rinse and polish to make shiny
- Stick the clean coins onto the front of the postcards using the glue dots

# There's more...

Clubs can also download the following support materials for the Penny/Cent Postcard Campaign from the website:  
<http://lionsclubs.co/MembersNews/penny>

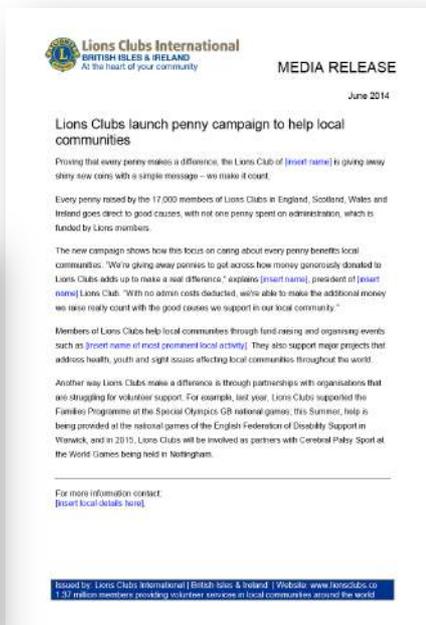
GET CREATIVE: District Governor Simon Moss has created a YouTube video of the Penny Postcard campaign. See:  
<http://youtu.be/qn9pkMAtLH0>



## A4 pdf poster:



## Template media release



## Jpeg logo image



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