



Parks PR

Final Campaign Proposal

Positions

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Introduction

This campaign was created by a group of four Public Relations students at Auburn University as a class project. The project requires students to develop a comprehensive campaign from scratch for a local business in Alabama. The purpose of this project is to provide PR students with practical experience working with a client to fulfill requests and develop the necessary skills to execute a public relations campaign. We have worked with our client, Alabama Lions, to determine their needs and provide them with thorough research and suggestions for a proposed campaign.

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About Us

Parks Public Relations is an agency dedicated to uplifting nonprofit businesses. Forming our business by observing the need for social change in the world, this agency focuses on nonprofits in the South. Our southern roots define us in many ways, especially in our steadfast devotion to service and social justice. Our name is derived from Rosa Parks, the face of the racial and social justice movement in Alabama. Parks Public Relations seeks to promote good through constructive communication and generate improvement of nonprofit outreach strategy.

Our mission is to promote organizations committed to serving local communities and dedicated to raising awareness for their clients, generating volunteer loyalty, and increasing financial support. We are a team of dedicated professionals with a passion for nonprofits and public service. Our vision? To pave a way for underrepresented populations and promote good—boldly. This is especially meaningful in the nonprofit sector, where organizations often present themselves with caution or restraint; our strategies encourage them to lead with confident conviction.

Client Overview

Lions of Alabama is a nonprofit service organization that exists to meet the needs of communities across the state of Alabama. The organization operates under the umbrella of Lions International, the world's largest service organization, which was founded 104 years ago. Alabama Lions' clubs were first chartered in Birmingham, Montgomery, and Mobile in 1922. Lions of Alabama provides services related to nine global initiatives, including Humanitarian efforts, the Environment, Childhood Cancer, Diabetes, Vision, Hunger, Youth, Disaster Relief, and Mental Health.

The mission statement of the campaign is to strengthen and bolster the ranks for the Lions of Alabama. Primary research was conducted with a batch of current members to properly evaluate their concerns and suggestions for the future of the clubs. Direct insight drove the campaign to focus on retention as well as recruitment. The goal is to increase the commitment of the current members, as well as recruit new members who feel connected to the club and stay long term.

SWOT Analysis

Internal Analysis

I. Strengths

Political Strengths

Lions of Alabama intentionally stays away from partisan politics outside of the internal governance of the organization. There is no direct affiliation with any political party, allowing the organization to remain as inclusive as possible. The primary and sole focus of the organization is service.

The internal structure of Lions of Alabama is divided by districts, which allows for effective governance while maintaining local autonomy. District 34A represents several counties in northern Alabama; District 34B covers much of central Alabama, and District 34C serves counties in south Alabama. This structure allows for strong leadership while supporting the organization's philosophy of "your club, your way." As a result, clubs can maintain individuality while still operating under shared values and standards.

Social Strengths

One of the strongest social attributes of Lions of Alabama is its inclusivity. The organization welcomes members regardless of gender, political affiliation, or age. There is a strong foundation of mutual support among members, which allows the organization to function as a unified body rather than as disconnected clubs.

Additionally, Lions of Alabama have built a strong and reliable reputation within communities across the state. Many service projects and fundraisers have long-standing histories, which increases trust and recognition. Youth-focused initiatives, such as the LEOs program, help

build goodwill with parents and younger community members while increasing the organization's visibility and long-term sustainability.

Economic Strengths

Lions of Alabama are financially stable and fiscally responsible. The organization maintains separate accounts to ensure funds are spent appropriately, such as club accounts designated specifically for activities and service projects. There are strict guidelines and uniform financial policies in place, which promote accountability and transparency across the organization. Lions of Alabama was also the recipient of a \$15,000 marketing grant from Lions International for 2026.

Technological Strengths

The organization demonstrates effective use of Facebook groups as a primary communication tool. In some districts, Facebook serves as the main platform for sharing information and coordinating meetings. This system allows meetings to occur virtually, increasing flexibility for members with varying schedules. Leadership is also aware of the need to expand the organization's digital presence, with early discussions about experimenting with platforms such as TikTok and Instagram.

II. Weaknesses

Political Weaknesses

While remaining separate from politics is a strength, it also presents challenges. Despite best efforts, some former members have reported that certain clubs felt "too political," according

to internal survey feedback. Ensuring that all clubs consistently uphold the organization's standards of political neutrality remains an ongoing concern.

Additionally, the lack of centralized online organization creates governance challenges. Some clubs do not have clear or updated contact information available at the state level, which complicates communication and oversight.

Social Weaknesses

A significant social weakness is the lack of age diversity within many clubs. Some clubs are composed primarily of older members, which can limit creativity and slow innovation. A broader mix of ages and experiences could create more dynamic engagement and improve community impact. This demographic imbalance also contributes to resistance to change, particularly in adopting new technologies or organizational practices. Apathy among some members further exacerbates the issue, as inconsistent participation can lead to burnout among more active members and, in some cases, withdrawal from the organization.

Another weakness is limited inter-club networking. Clubs do not consistently share information about service projects or fundraisers. A centralized statewide calendar could improve collaboration, increase attendance, and enhance social media sharing across districts.

Economic Weaknesses

Although the organization is financially stable, there is a lack of awareness regarding the total amount of money raised. This limited visibility means funds may not always be maximized for additional services or projects. While not inherently negative, this lack of awareness restricts the organization's ability to fully leverage its financial potential.

Technological Weaknesses

Inconsistent communication across platforms can result in uneven messaging to members. Existing channels do not adequately support the younger audience the organization hopes to attract. Social media engagement on Facebook is low, with irregular posting and limited visibility into club activities.

For potential members, particularly younger individuals, it can be difficult to understand what the organization does or how to get involved. The absence of additional platforms reduces brand recognition and outreach. There is also a disconnect in technological strategy, as discussions of advanced tools such as AI chatbots conflict with the organization's limited social media presence. The organization's website further reflects these challenges. Information is unclear, outdated, and includes negative feedback on the FAQ page, suggesting insufficient maintenance and attention.

External Analysis

III. Opportunities

Political Opportunities

Lions of Alabama has significant potential for growth by improving coordination among district governors. While flexibility at the club level is important, governors could play a stronger role in gathering information and promoting service projects statewide. This would allow for greater consistency while preserving individuality. Reaching younger audiences is a central goal of the organization, and social media is the most effective pathway. Improved communication between clubs and governors would allow service initiatives to be promoted more strategically and widely.

Social Opportunities

The organization's alignment with multiple global causes presents a strong opportunity to attract new members. The "Your Club, Your Way" model allows clubs to adapt operations to meet local needs, including flexible meeting formats and virtual coordination.

Expanding LEO clubs, reinstating the Lions Youth Conference previously held at Troy University, and selecting highly motivated Zone Chairs to engage clubs in person all present meaningful opportunities. Collaboration with aligned organizations, such as the Special Olympics, could further extend their impact. Additionally, focusing on post-pandemic reconnection offers an opportunity to re-engage communities and members.

Economic Opportunities

Increasing awareness of the Lions of Alabama brand and its nine global causes could lead to increased membership. Greater visibility would also enhance fundraising efforts, allowing excess funds to be reinvested into expanded service opportunities and community programs.

Technological Opportunities

With only a limited digital presence, Lions of Alabama has the opportunity to expand onto platforms such as Instagram, TikTok, and YouTube. These platforms would allow the organization to reach younger audiences and clearly communicate its mission and vision.

Because these platforms are largely untapped, there is strong potential to establish a cohesive and engaging digital identity.

IV. Threats

Political Threats

Although political neutrality helps protect the organization from partisan criticism, insufficient oversight of individual clubs could lead to reputational risks. If clubs do not consistently represent organizational values, public relations challenges could arise.

Social Threats

Public perception poses a significant threat, particularly the stereotype that Lions clubs are exclusive or primarily composed of older, white men. Additionally, increasingly busy lifestyles, social polarization, and a tendency for individuals to seek organizations that closely mirror their own identities may reduce participation.

Economic Threats

Declining membership poses a serious economic risk. While recruitment remains strong, retention has been a major challenge. Membership losses directly reduce revenue from dues and fundraising. Key performance indicators show that 256,105 members were lost in 2025 alone. Variability in club dues also presents challenges. Dues that are too low may not meet community needs, while dues that are too high may discourage membership.

Technological Threats

Multiple district-level social media accounts can create confusion for potential members. Outdated website information may already have deterred interested individuals. Rapid

technological change further threatens visibility, as nonprofits increasingly rely on consistent and engaging digital strategies to remain relevant and competitive.

Conclusion

Overall, the SWOT analysis of Lions of Alabama reveals a well-established, mission-driven organization with strong financial stability, deep community roots, and a clear commitment to inclusivity and service. The organization's decentralized structure and "Your Club, Your Way" philosophy support local autonomy and long-standing community impact. However, challenges related to member retention, technological lag, inconsistent communication, and limited age diversity present barriers to sustained growth. Externally, Lions of Alabama faces both opportunities and threats tied to public perception, rapid technological change, and shifting social engagement patterns. By strategically investing in digital presence, strengthening coordination across districts, and intentionally engaging younger audiences, Lions of Alabama can leverage its strengths to address weaknesses, mitigate threats, and expand its impact across Alabama communities while remaining true to its mission of "We Serve."

Situational Analysis

Problem Statement: Lions of Alabama lacks consistent volunteers, with falling retention.

Mission Statement

Lions of Alabama is a nonprofit service organization that exists to meet the needs of communities across the state of Alabama. The organization operates under the umbrella of Lions International, the world's largest service organization, which was founded 104 years ago. Lions clubs were first chartered in Birmingham, Montgomery, and Mobile in 1922. Lions of Alabama provides services related to nine global initiatives, including Humanitarian efforts, the Environment, Childhood Cancer, Diabetes, Vision, Hunger, Youth, Disaster Relief, and Mental Health. The global mission is to empower Lions clubs, volunteers, and partners to improve health and well-being, strengthen communities, and support those in need through humanitarian services and grants that impact lives globally, and encourage peace and international understanding.

Existing Strategies

Existing strategies include a combination of shared and owned media. However, there is no paid or earned media at the state level at this time. Paid media has been used at the club level in the past, such as sponsored Facebook posts in communities where new clubs were being formed, as well as radio spots. Many clubs frequently contact local media (print, tv, and radio) to promote certain projects or document events like Melvin Jones awards, club anniversaries, etc. One such example was a local TV station that covered the Lions' tornado response in Prattville a

few years ago. The Prattville club specifically does some spots to promote their July 4th BBQ. There has been no paid or earned media statewide.

As for shared media, the Alabama Lions, as a state organization, has only a Facebook page, which has no set social media calendar. However, the state Facebook account has 1.6 thousand followers and is effective in popularity. Because of the autonomy of Lions clubs operating under the global initiative, “Your Club, Your Way,” more focus has been on publicity for individual clubs, rather than Lions of Alabama as a whole. The state website is not effective in any aspect other than for inward facing Lions to notify each other of state leadership and a few short press releases regarding the Helen Keller Memorial and the delivery of disaster three relief trailers across the state.

Secondary Research

The Lions Club is a non-profit organization dedicated to serving the local community and beyond. Having been established for over 100 years, it is a club that has a strong standing locally and internationally. After speaking with the president of the Lions Club of Alabama, it has been brought to our group’s attention that the core problem is found in a lack of retention within the club's members. Recruitment has not been an issue for them, but keeping the new members present has been a greater challenge. In our secondary research of the core problem, we have found two case studies and an article that highlights the importance of volunteers in non-profit organizations. This will help us gain insight into how other organizations increased or maintained retention rates and how the Lions Club can make changes within the organization to retain members.

Volunteers are the backbone of a nonprofit organization and provide support to keep the organization running and providing for the community. Nonprofit organization “Meals on Wheels” provides meals to underprivileged people in their communities. They are heavily volunteer based, like the Lions Club, which provides services for their communities through their volunteers. They have similar issues in retention, and it has been shown to stem from a lack of willingness to adapt to new opportunities and markets. This can cause a problem in retention if the younger population isn’t being heard; they will start to feel unwanted and not cared for. The older population is starting to reach an age where it may not be feasible to serve in these positions anymore.

Jeni Warburton, Melissa Moore & Melanie Oppenheimer, authors of “Challenges to the Recruitment and Retention of Volunteers in Traditional Nonprofit Organizations,” mention their survey results, which reveals their older volunteers are not as open to the aspect of change and highlight the aspect of “Resistance to change impacts the organization’s capacity to innovate. As one survey respondent noted, ‘some have been volunteering up to 30 years, [and] find it hard to accept new ideas, resisting change. Newer volunteers, younger people, are more open to it’.” (Warburton et al., 2017) They go on further to mention that older members of these non-profits who are more resistant to the change cause more problems with retention with their unwillingness to adapt and some of them reaching the end of their lives in general with nothing more to pass onto the organization. This may be good insight into the future of the Lions Club, to continue to be willing and able to adapt to new concepts and ideas that other members bring in. This will foster a sense of confidence, support and empowerment that the volunteers are looking for within an organization.

In the article “Successful Strategies Used for Volunteer Retention in Nonprofit Organizations,” author SherAaron Nicole Hurt explores the aspects of recruitment and retention. In the section discussing retention, she goes on to explain, alongside other researchers, that there are a few ways organizations can help in their retention process. One of the strategies is to implement a training protocol, as it has been shown to “boost volunteers’ confidence and self-esteem which can lead to a positive effect on the longevity of their engagement,” (Hurt, 2025). Showing volunteers how to engage and help in the communities they are serving could help them feel seen and appreciated. Implementing a training team could be a beneficial step to assist in retention.

The other strategy is motivation by rewards and recognition. Hurt mentioned that recognition can be tangible or intangible. “Recognition is putting the spotlight on volunteer efforts at a low-cost. Positive feedback, encouragement, praise, and appreciation are ways to show recognition,” which shows that it can be a very simple task to make volunteers feel appreciated and wanted (Hurt, 2025). Esparanza House is a non-profit organization located in Auburn, Alabama. They are known for helping Hispanic families in the Auburn community with youth development, childcare and education. Volunteer Emma-Claire Foster mentions their kind efforts to get to know their volunteers and show their appreciation by providing them with food. “They are so nice and want to get to know you, Mrs. Odalys (the president) always says hi and gives you a hug,” said Emma-Claire. This small bit of recognition keeps members wanting to return and help their community; they feel like they are making a difference because of the gratitude from the people as well as their leadership.

Stakeholders

The Lions Club of Alabama's stakeholders are its current members, first and foremost. Our primary research was centered on collecting data and information that helped us pinpoint exactly what they think needs improvement. In our survey, we asked, "What changes, if any, do you want to see in Lions?" Since this was an open-ended, short-answer question, we received a wide range of responses. However, many of the members had a similar outlook on what needed improvement.

First, and most widely recommended, was to increase membership. Many respondents specifically noted a lack of participation in the club from younger generations. One participant suggested, "Initiate programs/projects to attract younger people to join." Another said their club was "focusing on recruiting younger people." However, someone else said, "Everything is geared towards recruiting younger members. Make me feel less important." This was the only response with this sentiment, but it's important to keep in mind the differing opinions when it comes to keeping our stakeholders happy as we run a new campaign.

The second largest recommendation that came from this question on the survey related to the kind of service opportunities the clubs are providing. One respondent suggested "Less meetings & more family centered activities." Another said, "more hands-on, roll up your sleeves." This sentiment was widely shared by everyone. While this short-answer question wasn't required, we cannot assume that those who did not answer this question mean that they do not want any changes. It's possible that a percentage of them have no suggestions, but it is also likely that a portion of them didn't have the time or energy to write up a response. One respondent did say, "It's about right for certain people."

With all these differing and shared opinions across the board, we have a good idea of what our stakeholders are looking for. We also have a good understanding of how to approach

these issues without upsetting our stakeholders. Many are seeking change, and if stakeholders are taking the time to list what needs improvement, then our campaign, which matches many of these issues, will likely be well-received by current Lions' members.

Primary Research

For the Lions club research, we chose to utilize a survey to ask a larger audience about their experience in the club. The Qualtrics survey was sent to current members of the Lions Club across the state of Alabama. We included fourteen questions—multiple choice and open-ended—to determine the status of member sentiment and gather demographic information.

Before participating in the survey, we introduced ourselves and asked for consent as follows:

“Thank you for taking our survey! We are a group of Public Relations Research students at Auburn University hoping to improve participation within the Lions club. If you take this survey you are consenting to your responses being used in our research. All of the information you provide will be 100% confidential. Thanks for your time and participation!”

The results of the survey are as follows:

Block 1 – Multiple Choice

Question one asked why respondents joined the Lions club.

- 24% selected “Looking for community”
- 1% selected “Service hour requirements”
- 24% selected “Connection to the mission”
- 38% selected “Friends/family are members”
- 14% selected “Other,” with an open-ended option to answer. Some responses included:
 - “To help grow the community with service projects.”
 - “I was asked.”
 - “My job. Lions are a major contributor to the organization I lead.”

- “Sponsors for Scout Troop.”

Question two asked how long respondents have been a member.

- 10% selected “Under a year”
- 11% selected “1-2 years”
- 11% selected “3-4 years”
- 21% selected “5-10 years”
- 48% selected “10+ years”

Question three asked how often respondents’ clubs meet.

- 12% selected “Weekly”
- 26% selected “Bi-weekly”
- 21% selected “Monthly”
- 36% selected “Bi-monthly”
- 1% selected “Bi-annually”
- 4% selected “Other,” with an open-ended option to answer. Some responses included:
 - “Twice a month.”
 - “We have a group chat & we meet as needed on it.”
 - “As needed online.”
 - “Our club has reduced to less than 10 members meeting infrequently.”

Question four asked if respondents were a Leo before becoming a lion.

- 3% selected “Yes”
- 97% selected “No”

Question five asked if respondents have in the past or currently participate in any other service or non-profit organizations.

- 16% selected “Kiwanis/Key Club”
- 9% selected “Rotary International/Interact Clubs”
- 76% selected “Other, please explain,” with an open-ended option to answer:
 - “Alabama Arise”
 - “Church mission projects, International missions”
 - “VFW”
 - “AER, Alabama Lions Sight, Lions Eyesight Research Inst.”
 - “American Legion”
 - “Garden Club, and Fraternity”
 - “Boh Rotary and Key Club”
 - “Girl Scouts; Area Agency on Aging”

Respondents are deeply committed and seasoned, not newcomers exploring service. This group needs to be re-energized. The top drivers for why people joined are friends and family (38%), showing the effectiveness of personal relationships that current members have on

recruiting new members. Only 12% of clubs meet weekly while the majority meet bi-monthly or less. This suggests clubs are in decline or fragmentation and signals a need for a campaign centered around addressing engagement and retention. 97% of respondents were not Leos before joining, exposing the untapped youth-to-adult pipeline. This structural gap is an important piece of recruitment and long-term sustainability. Members are active elsewhere, with 76% of respondents selecting they are involved in everything from church missions to Girl Scouts. This shows that Lions currently attract people who have a heart for service and are embedded in communities.

Block 2 – Likert-type

Question six asked respondents to rate their level of participation on a Likert-type scale.

- 2% selected “Somewhat low”
- 16% selected “Neither low nor high”
- 30% selected “Somewhat high”
- 52% selected “Very high”

Question seven asked respondents to rate their satisfaction on a Likert-type scale.

- 2% selected “Extremely Dissatisfied”
- 7% selected “Somewhat dissatisfied”
- 7% selected “Neither satisfied nor dissatisfied”
- 42% selected “Somewhat satisfied”
- 42% selected “Extremely satisfied”

Question eight asked respondents to rate their productivity during meetings on a Likert-type scale.

- 4% selected “Extremely unproductive”
- 6% selected “Somewhat unproductive”
- 7% selected “Neither unproductive nor productive”
- 46% selected “Somewhat productive”
- 38% selected “Very productive”

This section of the survey shows the internal side of the Lions Club membership. By asking about the stakeholder’s level of satisfaction with how the club is operated it provides them the opportunity to have a voice in the matter of how things are carried out. Members are

currently not unsatisfied with how the clubs are operating, but their responses also show that there is room for improvement. While satisfaction, participation, and productivity are on the positive side, it does not mean that the ones who thought otherwise should be disregarded. Only 38% found meetings to be “very productive” while others thought it to be either somewhat, neutral or unproductive. This could possibly lead to members dropping if they do not feel needed, or their voice is not heard. However, the overall ratings are high for all questions which also show positivity within the clubs.

Block 3 – Open-ended

Question nine was open-ended asking what respondents’ suggestions are for increasing participation within their club, if any. Some responses include:

- “Provide free food”
- “I would like to see more opportunities to engage younger participants and families. Offering activities that are flexible, social, and hands-on—such as community service days, family-friendly events, and creative projects can help attract and retain a wider range of members. Creating pathways for younger members to take on leadership roles and feel ownership in projects would also strengthen engagement.”
- “Work with kids in our community because they are the future Lions”
- “We need to get younger members”
- “Every club needs to find their niche and focus on that”
- “Making it more about community and service and less about tradition and formality”
- “This Club encourages new members to become involved within the first few months of joining. The Board of Directors is open to new members.”
- “More service less meetings”
- “Intentionally linking new members to specific serving or leadership roles. Everyone needs to find their place and purpose very soon. If they don't, they often quit.”
- “Make meetings fun”

Question ten was open-ended, asking what changes, if any, do respondents want to see in Lions.

- “I would like to see us make a push to get older members. Everything is geared toward recruiting younger members. That makes me feel less important.”
- “More interesting programs; conduct business at board meetings.”
- “Less emphasis on titles - more emphasis on belonging.”
- “Not many people know about the Lions. More publicity”
- “Less meetings & more family centered activities.”
- “More hands-on roll up your sleeves.”

- “I would like to see Lions welcome diversity, not just run campaigns about it. The old guard needs to let the younger Lions move forward with different ideas and not be so opposed to change.”
- “I have a member for 9 (nine) years, and I am ranked 40th out of 60+ members. We have almost no turnover with members who have 10+ years, but have a great deal of turnover with newer members. I worry about the future of the Club when the 60+ age group leaves. We have only 3 (three) members over the age of 80.”
- “Service projects rather than emphasis to raise money.”

Some members responded that the changes they would like to see were personal to their own comfort levels whereas other members responded that they would be more concerned about the status of the club. “Providing free food”, “more interesting programs”, and “I would like to see us make a push to get older members, everything is geared towards recruiting younger members, this makes me feel less important,” are all examples of members who wish to improve their own experience. Other survey respondents listed items such as “work with kids in the community because they are the future of Lions”, and “more service, less meetings”, depicting more concern for the future of the club. The variance in answers reveals member satisfaction depends on their worldview. This is important to note because the Lions of Alabama could address both worldviews, simultaneously with the same priority. Success of clubs could be measured both by impact and member retention.

Block 4 – Demographics

Question eleven asked what city the respondent’s club represents.

- 34% of respondents represent clubs from North-Central Alabama
 - Includes the Tuscaloosa/Northport corridor, Cullman, Anniston, Talladega, and the greater Birmingham area.
- 23% of respondents represent clubs from North Alabama
 - Includes Scottsboro, Huntsville, Fort Payne, Hokes Bluff, Florence, and the Shoals area.
- 21% of respondents represent clubs from South Alabama
 - Includes strong turnout from Saraland, Fairhope, Gulf Shores, Mobile, and surrounding communities.
- 15% of respondents represent clubs from Central Alabama

- Prattville and Montgomery have the most responses, followed by Auburn, Sylacauga, and Wetumpka.
- 8% of respondents represent clubs from Southeast Alabama
 - Enterprise, Eufaula, Geneva, Daleville, Headland, and Ashford

Question twelve asked the respondent's age.

- 4.7% of respondents were under 30
- 3.1% of respondents were 30-39
- 7.1% of respondents were 40-49
- 12.6% of respondents were 50-59
- 34.6% of respondents were 60-69
- 28.3% of respondents were 70-79
- 9.4% of respondents were 80 and older

Question thirteen asked the respondent's ethnicity.

- 94% responded "White"
- 2% responded "Black or African American"
- 1% responded "Asian"
- 2% responded "Other"

Most of the respondents were found to represent District B. Birmingham; Alabama's largest metro area is represented by District B. Ninety-four percent of respondents identified as "White". However, most recent Census data reflects that Birmingham is 67% African American. This correlation in data represents that there has not been an effective diversity initiative in place to recruit members of other ethnicities. Only 2% listed themselves as African American, 1 % listed themselves as Asian, and 1% listed as Hispanic amongst all survey responses. As for age, most respondents reported that they were over age 50, indicating that younger members may not have the luxury of time for volunteer organizations and have kids still living in the home. This may require extra time and responsibilities or could conclude that recruitment efforts have not included a younger than 50 demographics. Research also indicated that "friends and family" were a strong source of recruitment. It stands to reason that friends and family would likely be the same or similar age as those recruiting. Respondents younger than 50 are not yet retired and may not have energy for extracurricular activities due to career and work responsibilities.

Problems/Threats

Although political neutrality helps protect the organization from partisan criticism, insufficient oversight of individual clubs could lead to reputational risks. If clubs do not consistently represent organizational values, public relations challenges could arise. Public perception poses a significant threat, particularly the stereotype that Lions clubs are exclusive or primarily composed of older, white men. Additionally, increasingly busy lifestyles, social polarization, and a tendency for individuals to seek organizations that closely mirror their own identities may reduce participation.

Declining membership poses a serious economic risk. While recruitment remains strong, retention has been a major challenge. Membership losses directly reduce revenue from dues and fundraising. Key performance indicators show that 256,105 members were lost in 2025 alone. Variability in club dues also presents challenges. Dues that are too low may not meet community needs, while dues that are too high may discourage membership. Multiple district-level social media accounts can create confusion for potential members. Outdated website information may already have deterred interested individuals. Rapid technological change further threatens visibility, as nonprofits increasingly rely on consistent and engaging digital strategies to remain relevant and competitive.

Threat Solutions

Internal key publics would include current members of Lions clubs within the state of Alabama and Lions of Alabama state leadership. Club members can assist with mentoring newer members with a mentor program in each club. Lions of Alabama state leadership can assist with retention of new members by implementing more recognition of club members, such as giving a

certificate and posting to social media everyone who attends the state leadership conference for the day every August and completes a minimum of three training sessions. Recognition and mentoring could be key factors for achieving more retention and member satisfaction. Also holding membership drives every March or April for the purpose of participating in the Lions International World Induction Day, on April 25 of every year, would be an additional way that lions club members and state leadership could directly address the problem of retention and growth.

External key publics would include community members who are retirees, college and high school students, professional or corporate employees, community leaders and influencers. Retirees can assist with retention and member satisfaction with their consistent availability and desire to fill their time with meaningful work and give back to their communities. They also bring life experiences to the table often having served in other volunteer roles and organizations. Their experience can be invaluable to the Lions of Alabama.

Students can assist by bringing youthful energy to the clubs, bringing their own networks with other students, assistance with technology such as running social media accounts for the clubs, helping to identify societal issues that affect the younger generations, and balancing the age groups within the clubs. Students often need participation in volunteer organizations to help them compete for scholarship opportunities or resumes. Lions of Alabama could launch a campaign called, "Closing the Gap," with an initiative to grow membership specifically for members younger than 50 by a certain date.

Working professionals would be ideal for an external key public to assist with the problem of retention and growth. By recruiting professional or corporate members, membership dues could be paid by the business, and the business is showing the community that their goals

are aligned with Lions of Alabama goals which is to serve the community. Many financial and healthcare organizations such as banks, credit unions, dentists, locally owned pharmacies, and physicians seek to publicize their commitment to the community for which they are located and wish to give back to community that supports them.

Organizations involved in the community and geared towards families are also a desired key external public that could assist with the problem of growth and retention. According to our research, the largest reason people joined the club was because a family member or friend joined before them. Additionally, there is significant opportunity for growth in the Leo program and family membership plans, as they present a unique opportunity for strong brand loyalty and sustainability. By targeting families, it is possible to not only gain membership conversions from the parents, but also secure membership for young kids who are critical to the growth of the organization.

External stakeholder organizations that could assist with growth and retention include NAMI (National Alliance on Mental Illness) Grace Klein Community, local chambers of commerce, universities such as Troy, University of Alabama and Auburn University, and SERVE Alabama.

A partnership with NAMI would be ideal as they have active chapters throughout the state of Alabama. A partnership with NAMI would give Lions exposure to likeminded individuals with a passion for mental health that could become new lions. NAMI could assist with training lions in the matters of mental health, and lions could be more robust in the way of supporting the community through mental health needs. This partnership would assist with the problem of retention and growth because community members passionate about mental health would gravitate towards a lion's membership due to the partnership with NAMI.

A partnership with Grace Klein Community would be ideal as they run Feed BHM. Since hunger is a global cause of Lions International, a partnership would assist finding like-minded volunteers and helping to gather food for distribution to fight hunger together. This partnership would assist with the problem of retention and growth because community members passionate about hunger would gravitate towards a lion's membership due to the partnership with Grace Klein Community.

Local chambers of commerce would be a beneficial external stakeholder whereas they have community bulletin boards, social media, newsletters, and networking events. With chapters joining their chambers of commerce, they would have access to these, giving them optimal exposure to new recruits who are also seeking to network and get more involved in their community. Partnerships with chambers of commerce would be a robust partnership whereas some clubs have reported excellent success via their chamber memberships in the way of new recruits.

Partnerships with larger universities within the state would be beneficial to address the problem of retention and recruitment because the local clubs in university towns could partner with students to help with “move in” week or “home away from home” dinners occasionally. A partnership with local lions' clubs in the state and universities could yield not only support for local college students, but recruitment of younger members while also building brand loyalty to Lions of Alabama.

Finally, a partnership with the Governor’s office of Alabama, Serve Alabama volunteer portal, would allow for all lions' clubs in the state to be registered on the state website whereas visitors to the site are seeking volunteer opportunities in their specific communities. This ideal partnership would help solve the problem of retention and growth because potential new

members would seek out lions' clubs through the governor's portal and club members could be assigned the task of new member liaison answering inquiries. Research showed that members feel that having members assigned tasks is beneficial to membership satisfaction and retainment.

Personas

Lions of Alabama's current publics include adults ages 60+, all residents of Alabama and primarily from northern/central Alabama. For this campaign, we've segmented target publics into three representative personas. To effectively strengthen membership retention and recruitment, Lions of Alabama must tailor its outreach to match the preferences of key audiences. The three core personas represent parents ages 40-50, young professionals in their 20s and 30s, and outdoorsy adults ages 30-50. These age groups—particularly adults ages 30-50—are the public in between the current members and young adults. This progressively reaches younger audiences in a sustainable way.

Louisa Ruiz represents our main target audience, a mother ages 45-50 passionate about her community and concerned with involvement possible for the whole family. Our strategies and tactics are geared toward her social media use and preferences—especially the family focused marketing and family plans.

Adrianna Lovell represents the young professional looking to make community and connected to the Lions through her business. Our strategies and tactics are geared toward her in the long term, hoping that our targeting the age groups above her will create a solid membership with a foundation she can step into for community and mentorship.

Teddy Homes represents the audience which has more time since he is a veteran. Unlike Louisa, he is not as focused on family and has more time to devote to service-oriented projects.

Teddy would appreciate the service initiative and would enjoy membership for the community and involvement aspect. His freelance work makes it difficult to have a structured balance between work and community. Channels that would reach Teddy are more traditional forms of media such as billboards.

By aligning their outreach with these three personas' preferences and behaviors, Lions of Alabama can increase membership, strengthen brand awareness, and build deeper connections within its community.

Conclusion

Through both our secondary and primary research, Lions of Alabama faces a gap in awareness and membership retention. While Lions of Alabama already offers a strong membership program already, the lack of consistent media presence and outreach have held them back from being recognized as a mainstream non-profit organization in Alabama and an organization. The data collected highlights a strong opportunity for Lions of Alabama to reposition themselves as an established group of service-minded people wanting to invest in their community and younger members. By building a strong membership with adults ages 30-50, then the age group below will want to join for the established mentorship, networking, and service opportunities.

Goals & Objectives

1st Goal: To decrease amount of dropped memberships in Lions of Alabama.

1. *Objective 1:* To increase awareness among members of the importance of Lions of Alabama by 20% by December 2026.
2. *Objective 2:* To increase membership retention of Lions of Alabama by 15% by December 2026.

2nd Goal: To increase new membership in Lions of Alabama.

1. *Objective 1:* To increase awareness among Alabama professionals 30-50 of Lions of Alabama by 15% by December 2026.
2. *Objective 2:* To increase membership among Alabama professionals 30-50 by 15% by December of 2026.

Execution

Goal: Grow Alabama Lions.

1st Objective: Increase membership retention in Lions of Alabama by 15% by December 2026.

Strategy: Strengthen relationships between members by pairing incoming members with senior members for a mentorship program.

Tactic: Promote mentorship program through Facebook and Instagram posts. See appendices B & C.

Strategy: Diversify club leadership by placing younger members in positions of leadership.

Tactic: Create club award for young leaders to be presented at district convention.

Criteria include members ages 30 and younger who are in officer position in club and have participated in 75% of club service projects. See appendix D.

Strategy: Increase participation with more consistent and club-specific service opportunities.

Tactic: Start a district initiative where 50% of club meetings are club-specific service opportunities. See appendix E for internal communication regarding this initiative.

2nd Objective: Increase membership recruitment in Lions of Alabama by 15% by December 2026.

Strategy: Target family membership recruitment plans by recruiting from schools, churches, and libraries.

Tactic: Promote this initiative through flyers and promote Leo program through Leo the Lion mascot event. See Appendix F.

Tactic: Promote family memberships on billboards on Highway 65 South, a highway commonly taken to go to the beach. See Appendix H.

Strategy: Strengthen Leo program in high schools to increase awareness in teens and parents.

Tactic: Create “Roar Scholarship” for high school Leo members. A “Roar Scholarship” in the amount of \$4,000 shall be set aside to award one Alabama Leo who meets the following criteria: Having been a Leo member for a minimum of three years, and a Leo officer for a minimum of one year, the Leo shall create a and execute a campaign for a noteworthy service project. In the campaign, the student shall create a budget, a marketing strategy, and compose a 3-page essay on why their service project idea was chosen for their campaign. See Appendix K.

Strategy: Website revamp to be forward-facing and user friendly.

Tactic: Website revamp to be forward-facing and user friendly. See Appendix G for website sample.

Measurable Results

The first objective we have chosen to focus on is listed below:

Increase membership recruitment in Lions of Alabama by 15% by December.

Represented below is how we will measure a shared tactic:

Promote membership the program through Facebook and Instagram posts.

- **Exposure:** Social media metrics will be used to see who we are reaching with our content compared to who we were previously reaching pre-campaign.
- **Engagement:** Social media metrics will also be used to measure how often the posts and accounts are engaged with audience, i.e. post insights, accounts engaged, comment count, like count, etc.
- **Influence:** Track Linktree visits from Instagram and Facebook bios.
- **Action:** Track new followers on both social medias.

The second objective we have chosen to focus on is listed below:

Increase membership recruitment in Lions of Alabama by 15% by December 2026.

Represented below is how we will measure an owned tactic:

Website revamp to be forward-facing and user friendly.

- **Exposure:** Use metrics to measure website visits pre-campaign and post-campaign to see change.
- **Engagement:** Track the number of return visitors and how long they stay to measure the website's effectiveness.

- **Influence:** Change in opinion of lions, measured by survey on website.
- **Action:** Fill out a contact form/reach out in any way from the website.

Recommendations

After review, Parks PR would like to make the following recommendations:

Social media

A more thorough social media strategy is needed to reach potential prospects for Lions of Alabama. This strategy should include more social media platforms, content calendars, and dedicated social media personnel. More platforms should include a Lions of Alabama Instagram account, and a YouTube account.

Owned Media:

The current website is an inward-facing website that benefits current Lion members with details regarding the District Governor Team and a few press releases. Our recommendation is to create a new website that is outward facing potential prospects for the Alabama Lions. This would include the who, what, when, where, and why—more specifically, who the Lions are, what they do, when they meet, and where the clubs are located via a “find a club near you” interactive map. The Lions of Alabama mission statements, social media handles and hashtags should also be included on the website. “About us” and “areas of service” could satisfy the who and what categories, while links to all clubs within the state could serve as the when and where portions of the website.

Another recommendation for the new website would be a tab such as “Alabama Lions goes International” whereas Past International Presidents from the state of Alabama are featured since this is such a unique and worthy distinction, as well as Alabama being home to Ivy Green, Helen Keller’s home. Helen Keller was the international speaker at the global Lions convention 100 years ago, and many Lions across the globe come to pay homage to Ivy Green in

Tuscumbia, Alabama. For these two reasons, the website should include a section on Alabama Lions in the International Spotlight.

Additionally, the Lions of Alabama districts are hard to follow without a central site clarifying how the club is governed and divided in the state. A clarifying summary of how it is governed and how many clubs exist in the state of Alabama and the three different districts would be extremely helpful for an outsider inquiring for information on the Lions.

Internal Operations:

Adding a media coordinator—either paid or unpaid—to the staff at Alabama Lions would greatly increase marketing consistency. If funds are unavailable to pay a staff member, our recommendation is to partner with Auburn University and other universities to list an internship with Alabama Lions in the student internship portal. The media coordinator would be responsible for social media content calendars for Facebook and Instagram, as well as managing the blog on the new state website and sending the monthly / quarterly newsletter.

In our research, we found the “Your Club Your Way” initiative to complicate PR efforts in a campaign setting. In Alabama, there are 120-150 clubs with three districts operating with different cultures and rules. This means that with any initiative or marketing, it is difficult to appeal to each club and help increase membership across the board. Without some level of unity or regulation, it is difficult and even impossible to provide clarity to outside members.

Another recommendation would be to focus on the current clubs in operation and strengthen them before adding new clubs. During the district governors meeting, our Agency Coordinator heard of initiatives to start clubs in neighboring cities. The existing initiative, “Long Range Plan for MD 34 Alabama Lions,” focuses on a target of 193 clubs by 2025-2026 (cite the

document!). This indicates that the benchmark has not been reached and demonstrates the ineffectiveness of this growth approach. Instead, we recommend the Alabama Lions shift focus to strengthening current clubs through improving current member satisfaction and targeting adults ages 30-50 for membership recruitment.

In addition to strengthening current Lions clubs, it is our recommendation to use Lions clubs to leverage sponsoring new Leo clubs as Leo clubs are important to long range membership in the Lions organization. The Leo program (Alpha Leos ages 12-18, and Omega Leos ages 19-30), would also assist with contributing delegates to revive the Alabama Lions High School Leadership Forum at Troy University, which is not only publicity for Alabama Lions, but also serves as leadership training for potential Alabama Lions members.

These recommendations aim to strengthen the visibility, organization, and long-term growth of the Alabama Lions. By improving social media presence, creating an outward-facing website, and establishing consistent internal communication through a media coordinator, the organization can more effectively reach prospective members. Prioritizing the strength of existing clubs while expanding youth engagement through the Leo program will help build a sustainable membership pipeline. Together, these strategies position Alabama Lions to enhance public awareness, strengthen current operations, and ensure continued impact across the state.

Appendices

Appendix A: Survey Results

Question 1

Q4: Why did you join the Lions club? 136 ⓘ >

Q4 - Why did you join the Lions club? - Selected Choice	Count	Count
Looking for community	24%	32
Service hour requirements	1%	1
Connection to the mission	24%	33
Friends/family are members	38%	51
Other, please explain.	14%	19

“Other, please explain.” Responses:

“to help grow the community with service projects”

“I was asked”

“Serve the community”

“Wanted to be of service.”

“To help people”

“serving the community”

“Work”

“Help serve others in civic endeavors created by Lions Club and by me”

“Opportunity for personal growth”

“looking to connect to some of the leaders in our city”

“New Chapter in Oxford”

“Sponsors for Scout Troop”

“Looking for a service organization in my community.”

“Want to serve people in need!”

“My job. Lions are a major contributor to the organization I lead.”

“Looking for a way to give back and serve.”

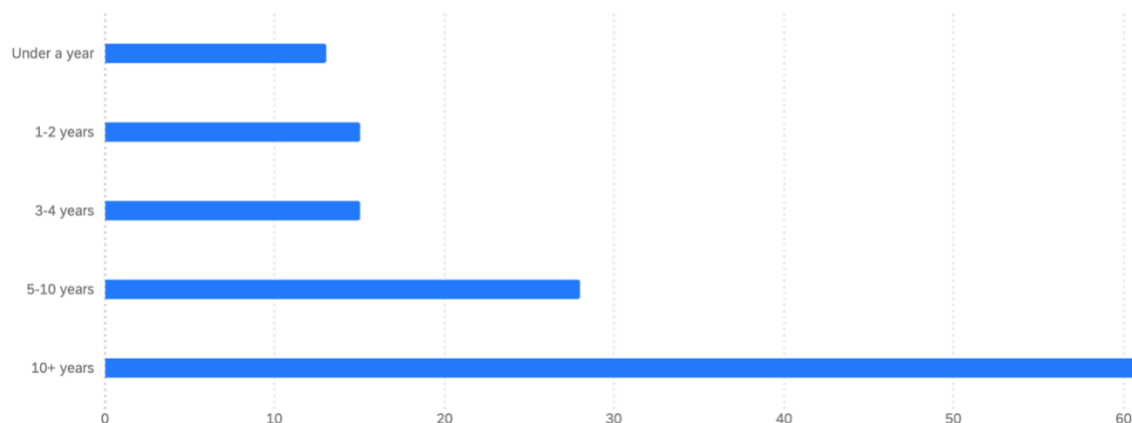
“Professional growth”

“Now that I'm retired I wanted to give back to my community.”

“Helping diabetic children”

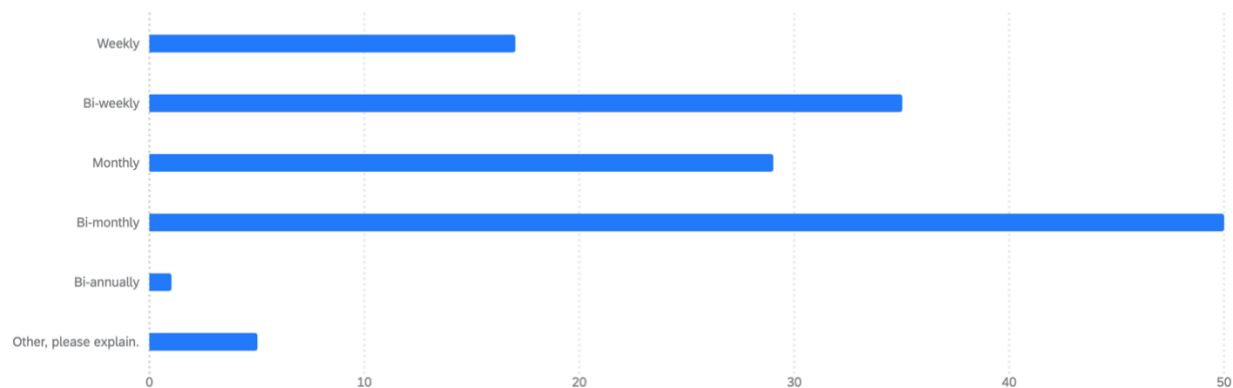
Question 2

Q5: How long have you been a member? 136 ⓘ >



Question 3

Q6: How often does your club meet? (In person or virtual) 137 ⓘ ...



“Other, please explain” Responses:

“Our club has reduced to less than 10 members meeting infrequently.”

“Twice a month”

“as needed online”

“We have a group chat & we meet as needed on it.”

Question 4

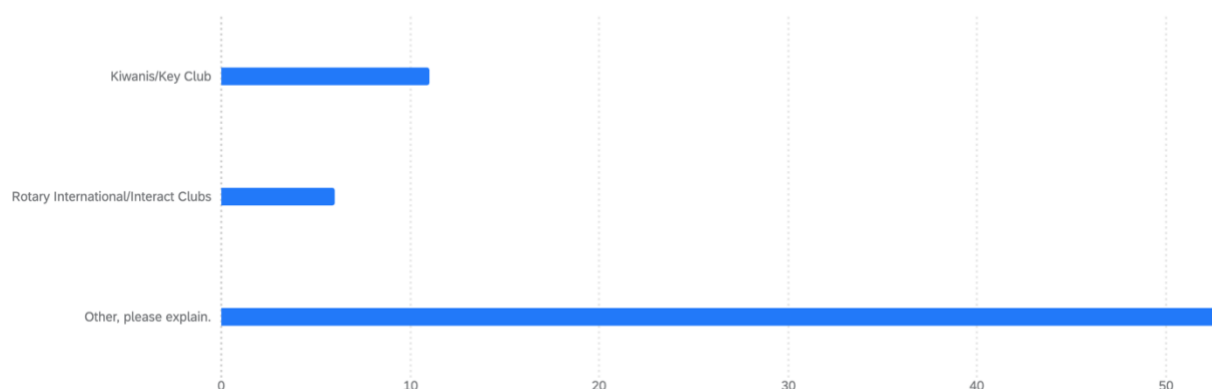
Q7: Were you a Leo before becoming a lion? 136 ⓘ

...

Q7 - Were you a Leo before becoming a lion?	Count	Count
Yes	3%	4
No	97%	132

Question 5

Q8: What if any other service or non-profit organizations do you currently or h... 70 ⓘ



“Other, please explain.” Responses:

“ALABAMA ARISE”

“VFW” x2

“Church mission projects, international missions”

“4H, Mission Team Leader”

“AER, Alabama Lions Sight, Lions Eyesight Research Inst.”

“Church” x5

“American Legion” x2

“Pride of Atmore”

“Samaritan House board of directors”

“I belong to the local SCV camp and we do a good deal of community service”

“National Childrens Advocay Center”

“Builder's Club, Jr. Civitan, United Way projects, Church groups, & historical society”

“SWE, AFCEA, IEEE, HMBCA”

“Alabama PALS”

“Treasurer for Comer Museum”

“Master Gardeners”

“Garden Club, and Fraternity”

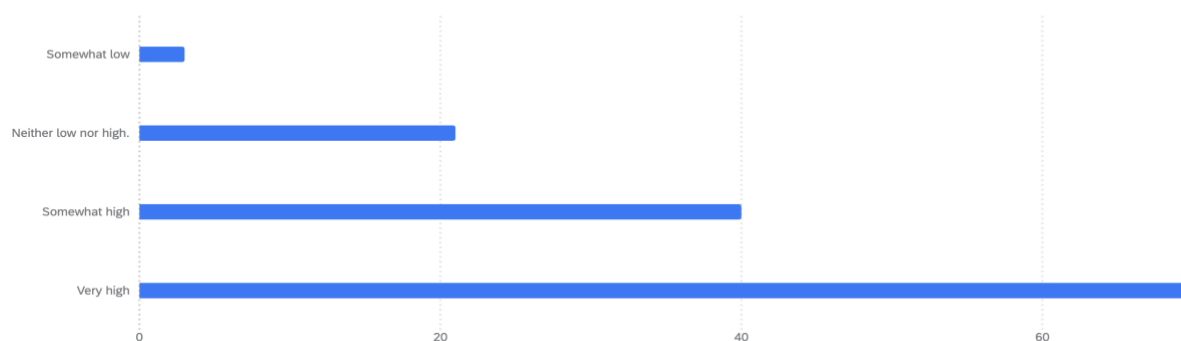
“Red Cross”

“both Rotary and Key Club”
 “Scouting USA”
 “Marked for Life Ministries”
 “Blue knights and masons”
 “Montgomery Art Guild”
 “Scholarship committee”
 “Sandals Resorts Foundation”
 “NFV”
 “Scouting America, Jaycees, Moose, Eastern Star”
 “Pet shelter”
 “Girl Scouts; Area Agency on Aging”
 “American Legion & Senior Club”
 “Men’s church group; MOAA”
 “Prodissee Pantry—feeding Baldwin County.”
 “Food Pantry Autaugaville”
 “Beta Sigma Phi”
 “Rotary and Exchange Clubs”
 “Church and student organizations in past.”
 “Community service through church activities”
 “I was a volunteer with Red Cross for 12 years.”
 “Jaycees ,toastmasters,ymca board,PTA, Draft Board”
 “Camp Seale Harris, Baldwin County Heritage Museum”
 “Homebuilders”

Question 6

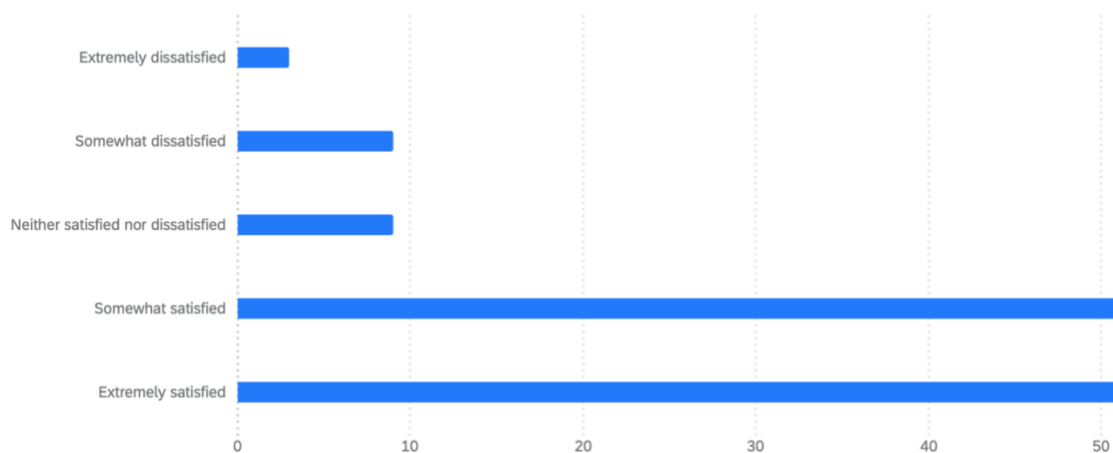
Q9: Rate your level of participation. 134 ⓘ

...



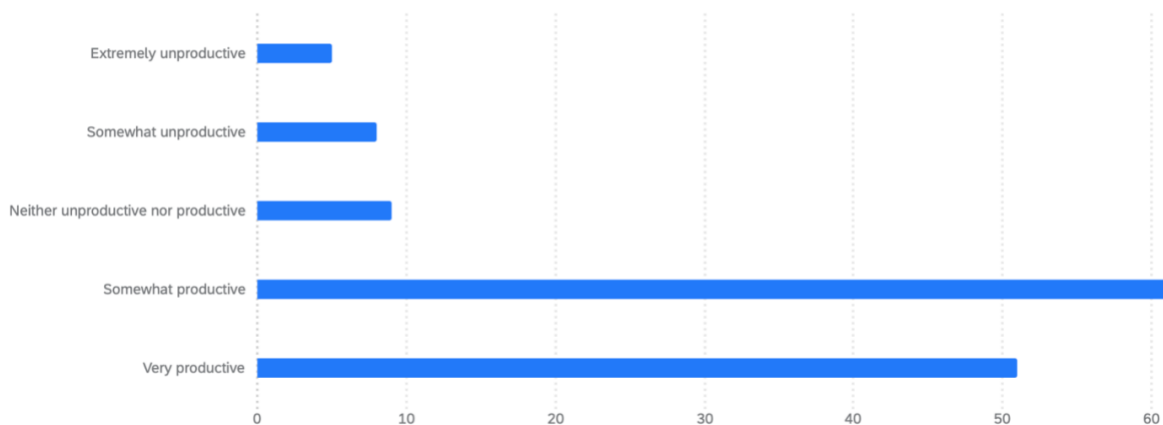
Question 7

Q10: How satisfied are you with your membership? 133 ⓘ >



Question 8

Q11: How productive do you find your meetings? 134 ⓘ >



Question 9

Q13: What are your suggestions for increasing participation within your club, if any? 149 ⓘ >

...

What are your suggestions for increasing participation within your club, if...

Some of our members still work and cannot participate in some activities,, weekend projects

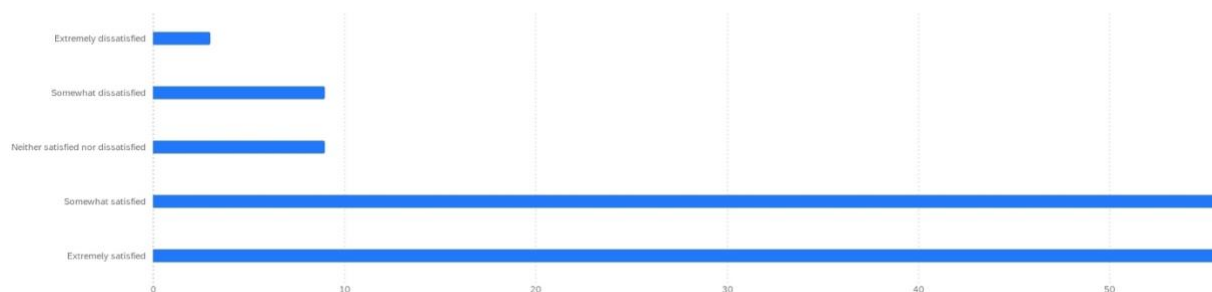
Focus on the needs of the future rather than looking back

Rotating people in leadership positions more.

Currently our club is boring, somber, just going thru the motions of a few projects that have been done for decades. No joy, not welcoming. I would be willing to stand up a new club.

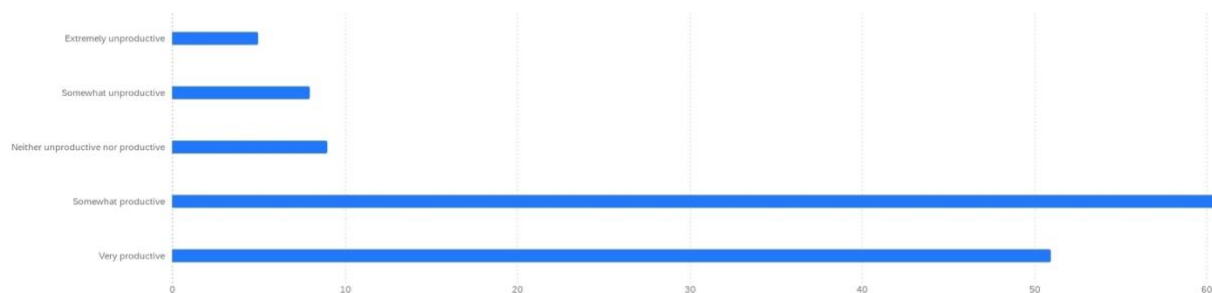
Question 10

Q10: How satisfied are you with your membership? 133 ⓘ



Question 11

Q11: How productive do you find your meetings? 134 ⓘ



Question 12 - What are your suggestions for increasing participation within your club, if any?

- “We need more service projects”
- “Work with the kids in our community because they are the future Lions”
- “Publicizing our mission and community accomplishments. Seek new ideas for service to our community. Offer leadership responsibilities to younger members.”
- “More participation in all community activities/events including partnering with other organizations”
- “I would like to see more opportunities to engage younger participants and families. Offering activities that are flexible, social, and hands-on—such as community service days, family-friendly events, and creative projects can help attract and retain a wider range of members.”

Question 13 - What changes, if any, do you want to see in Lions?

- “Engaging meetings, inclusion of new members, meaningful service projects”
- “More visibility in the community.”
- “More user-friendly computer site If we’re going to have to solely use the website for all reporting and communication purposes then we should not have to struggle with the website itself”
- “More visible across all communities we serve; more creative ways to engage current and former members”
- “Get the word out on more platforms about our service projects, who we are and what we are about.”

Appendix B: Instagram Mentorship Post



Appendix C: Facebook Post Mentorship Post



Appendix D: Club award



Appendix E: Internal Communication for Service Initiative

To

Bcc

Cc

Lions of Alabama 2026 Initiative: Strengthening Club-Level Service

Draft saved at 10:50 AM

Dear Club Presidents and Officers,

I hope this message finds you well. I'm excited to share a new district initiative aimed at deepening the impact of our clubs and strengthening our culture of service.

Effective July 2026, we are launching a district-wide initiative requiring that at least 50% of club meetings incorporate club-specific service opportunities.

This initiative comes out of survey research of current membership which showed a desire to serve through club meetings instead of discussing club operations. This movement is designed to move beyond traditional meeting formats and ensure that service is not just discussed — but actively carried out at the club level. By dedicating meaningful meeting time to hands-on service, we give members a more engaging experience while making a greater difference in our communities.

What this means for your club:

- At least half of your scheduled meetings should include a planned service activity or project
- Service opportunities should be relevant and meaningful to your club's community and focus areas
- Clubs are encouraged to get creative and involve members in identifying local needs

Please refer to **Appendix __** for internal communication and additional guidance regarding this initiative, including resources to help you plan and document your service meetings.

We believe this initiative will energize your membership and elevate the work we do together as a district. Please don't hesitate to reach out with any questions.

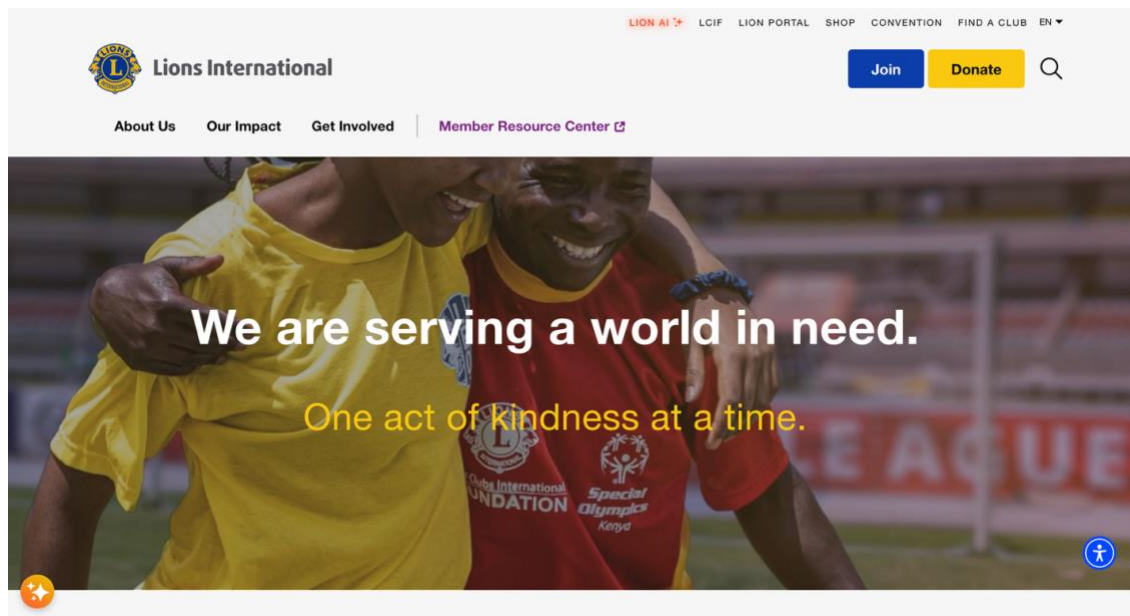
In service,

Email signature

Appendix F: Leo the Lion Flyer



Appendix G: Website Sample



Appendix H: Billboard graphic



The billboard features a blue background with yellow and white geometric shapes on the left. On the left is the Lions International logo, which consists of a blue circle with a yellow 'L' in the center, surrounded by the words 'LIONS' and 'INTERNATIONAL' in yellow. To the right of the logo, the text 'Join the World's Largest Service Organization' is written in large, bold, yellow letters. Below this, in smaller white text, is the quote: 'Alone, we can do so little. Together we can do so much. - Helen Keller'. On the right side of the billboard is a photograph of a diverse group of young people smiling and posing for a selfie. One person in the photo is wearing a blue shirt with the word 'VOLUNTEER' on it. Below the photo, the text 'All Ages. One Roar.' and '#weserve' is written in white. At the bottom right, the website 'www.alabamalions.com' is displayed in white.

Join the World's Largest Service Organization

Alone, we can do so little.
Together we can do so much. - Helen Keller

All Ages. One Roar.
#weserve

www.alabamalions.com

Appendix I: Personas

LOUISA RUIZ



Social Causes

- Food security
- Youth programs
- International humanitarian crisis

MOTIVATIONS

- Taking care of her family
 - Alone time
 - Good music

PROBLEMS

- Lack of free time
- Works paycheck to paycheck

SOCIAL MEDIA USE

Louisa winds down at the end of the day by scrolling on Instagram and Facebook. She has kids so she thinks it is important to monitor what they are posting and seeing, she also takes pleasure in social media.

BIOGRAPHY

Louisa is a mom of three and a devoted loving wife. Her parents immigrated to America and she has lived here her whole life. She works at a small business part time, is always busy and low on time. She is incredibly passionate and loves her community.

AGE	45-50
PRONOUNS	She/Her
OCCUPATION	Business Owner
LOCATION	Mountain Brook, AL

GOALS

- Find a family activity that keeps her kids entertained while also enjoying herself.
- Improve financial stability.

ADRIANNA LOVELL



AGE	27
PRONOUNS	She/Her
OCCUPATION	Medical Sales
LOCATION	Homewood, AL

BIOGRAPHY

Adrianna is a young professional in her mid to late 20s. She works in the medical technology field and her company pays for her to joining a service organization. She is very proud of her career but is searching for meaning and life outside of it.

SOCIAL MEDIA

Adept with most platforms. Uses Instagram, Facebook, and Tiktak daily. Enjoys Goodreads and Letterboxd.

MOTIVATIONS

- Successful career
- Helping others
- Improving the system

PROBLEMS

Not too interested in Lions outside of her business paying for it.
Anxious about not knowing anyone, especially anyone her age within the club.

GOALS

Advance in her career and move to a different location.
Develop a social life outside of her job

FAMILY LIFE

Has no family where she lives now. She didn't grow up particularly close with them, so this isn't too much of a problem for her.

TEDDY HOLMES



AGE	Late 40s
-----	----------

PRONOUNS	He/Him
----------	--------

OCCUPATION	Veteran
------------	---------

LOCATION	Hoover, AL
----------	------------

BIOGRAPHY

Teddy is in his late 40s and is finally finding time to focus on himself. His career allows him to work from home, and he uses his time to travel. He loves to camp and explore all things nature. He is a Coast Guard veteran and has a service dog who is his best friend. He's new to Alabama and looking to find community.

SOCIAL MEDIA

Non-existent. His daughters occasionally send him "memes" that he clicks on in text messages, which reroute him to Instagram on Safari. He will not download it.

MOTIVATIONS

- Staying in shape
- Travelling
- Creating new friendships
- Mentoring young people
- Being in nature

PROBLEMS

Health issues require him to bring his service dog everywhere.
Struggles to come out of his shell.
Never volunteered before and doesn't know where to begin.

GOALS

Feel important within this new community.
Have a well-rounded work/life balance.

FAMILY LIFE

Teddy has two grown daughters, has had familial struggles in the past due to his career in the coast guard. Amicable with ex-wife.

Appendix J: Overall Budget for Campaign

PR CAMPAIGN BUDGET PLAN TEMPLATE

Projected Subtotal to date:

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	TOTAL COSTS	COMMENTS
Printing costs (flyers/brochures etc)				
Flyers for Leo program			\$ 400.00	
Subtotal			\$ 400.00	
Public Relations				
Scholarships			\$ 4,050.00	
Press Releases			\$ -	These went cost money
Conferences			\$ 10,000.00	
Subtotal			\$ 14,050.00	
Social Media				
Twitter				No cost
Facebook				
Pinterest				
Instagram				
Google+				
LinkedIn				
Subtotal			\$ -	
Digital (Other)				
Blog				N/A
Website			\$ 3,000.00	
Mobile App				N/A
Mobile Alerts				N/A
Email Newsletter				N/A
Subtotal			\$ 3,000.00	
Traditional Advertising				
Print				As mentioned above
Outdoor	1		\$ 9,000.00	\$3,000 for 3 months
Radio				
Television				
Subtotal			\$ 9,000.00	
Other				
Club award			\$ 150.00	
Subtotal			\$ 150.00	
TOTAL CAMPAIGN BUDGET			\$ 28,400.00	

Appendix K: ROAR Scholarship

**ALABAMA
LIONS
CLUB*****Auburn University***

Dear Ms. Doe,

I am delighted to inform you that you have been selected as the recipient of the Roar Scholarship for the academic year 2026-27.

Your application stood out among a highly competitive amount of candidates, and your dedication to your academic pursuits and your community involvement are truly admirable. We believe that your future is bright, and this scholarship is a reflection of our confidence in your abilities and potential.

The Alabama Lions Club Scholarship, Roar, includes financial support, which will be in the amount of \$4,000, disbursed in one installment at the beginning of the academic year. We will provide you with specific details on the disbursement process and any additional requirements in the coming weeks.

We look forward to celebrating your success and to seeing the positive impact you will undoubtedly make in your academic journey and beyond. If you have any questions or require further information, please do not hesitate to contact us with the contact details provided.

Kind regards,

Alabama Lions



Appendix L: Content Calendar

Aug-26						KEY:
						Facebook
						Instagram
						Youtube
						Linkedin
SUNDAY 8/2	MONDAY 8/3	TUESDAY 8/4	WEDNESDAY 8/5	THURSDAY 8/6	FRIDAY 8/7	SATURDAY 8/8
	Feed post: back to school memory with the lions Feed post: show us your team colors Blog post highlight: what to include for a healthy school year	Story post: Where to participate in the school supply drives	Story post: Where to participate in the school supply drives		Reel post: clubs participating in school supply drives	
SUNDAY 8/9	MONDAY 8/10	TUESDAY 8/11	WEDNESDAY 8/12	THURSDAY 8/13	FRIDAY 8/14	SATURDAY 8/15
	Feed post: kids need a vision check. Helen Keller quote post		Interview with Alabama lion who struggled with vision issues Interview with Alabama lion sight director on sight conservation, tour of mobile clinic			
SUNDAY 8/16	MONDAY 8/17	TUESDAY 8/18	WEDNESDAY 8/19	THURSDAY 8/20	FRIDAY 8/21	SATURDAY 8/22
		Feed post: show emergency response trailers		Feed and story post: Hurricane and disaster prep tips		
SUNDAY 8/23	MONDAY 8/24	TUESDAY 8/25	WEDNESDAY 8/26	THURSDAY 8/27	FRIDAY 8/28	SATURDAY 8/29
		Feed post: Membership recognition post. Lowell Bond graphic quote post.		Feed and story post: Family membership		

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<https://doi.org/10.1080/01900692.2017.1390581>

AI Use

The author(s) would like to acknowledge the use of Grok, a language model developed by xAI, in the preparation of this assignment. Grok was used in the following way in this assignment, brainstorming, in the primary research section, re-wording in the SWOT section.

The author would like to acknowledge the use of ChatGPT, a language model developed by OpenAI, in the preparation of this assignment. ChatGPT was used in the following ways, organization, summarizing key ideas for closing paragraphs in the SWOT section and recommendation section.

