



District 105SE Reports to Convention 2022

Communications, PR and Competitions Team

Communications, PR and Competitions Chairman – Terry Mason

Nothing new to report at this time.

A number of clubs, but not all, are sending details of their Community activities for publication in the SE News.

The SE News is an excellent publication for Lions, but please bear in mind it is primarily distributed to our members.

In the current period, it is more important than ever, that Clubs also promote and publicise these activities directly in their own Communities by means of a Newsletter, or through Community newspapers and magazines.

Public awareness is more critical than ever before, as we try to rebuild our organisation after the club and membership losses due to the COVID Pandemic.

Please remember, Publicity is essential, to ensure Community awareness of who we are and what we do. People won't join organisations they know nothing about, let's ensure no-one has to ask "Who are the Lions"

Competitions and Peace Poster Liaison – Mike Shaw

Been a bit of a strange year for as it didn't really start to about August so many of the Competitions were either foreshortened or withdrawn for this year.

There was support from one club for the Peace Poster and with one entry became the district winner. Who will be announced at Convention.

The Poster for Peace faired a little better with 3 clubs taking up the challenge. We await the results in April.

Another favourite the Travelling Lion had support from four clubs but there can only be one winner. Thanks for all your support. The winner will be announced at Convention

The Website Competition there have been two enquiries so far. Let's hope they both go forward. Glad I don't have to judge that one. Leave that to the experts. The winner will be announced at Convention.

The biggest supported event was the Photo Competition with some 50 entries. There were some stunning photos. The winners for each category and the overall District Winner were judged at the last cabinet meeting. The results will be announced at Convention.

The Scrap Book and Video competitions were both put on hold due to the shortness of club business over the previous year.

Thank you to all who took part in this year's shortened Competition Year because without you there would not have been any competitions.

Finally any previous competition winners of cups, plaques or trophies please bring or arrange to bring them to convention. Please contact me on 01227 274313 or mefin@btopenworld.com if you have any.

SE Newsletter – Rod Weale

Decisions required – none at this time but I would like opinions on my comments below.

Report

Many, not all of the **comments** I receive on SE NEWS are positive, but I would like to address one comment made on the last edition. I should add that I understand and sympathise with the comment made but the question is what to do? In the last issue two Clubs were extensively featured, and this drew a comment. Firstly, I rely on Clubs sending in reports, I do not have the time or resources to “chase articles”, trawling through club websites so what is sent in is published. So there are two questions that need to be addressed; 1 – are the Clubs sending in articles the only Clubs doing activities or working in their community? I suspect not so that brings me to question 2. Why then do Clubs not send in reports? No PRO, technical issues, not interested, cannot be bothered? Food for thought!

Distribution. At present we use a massive mail programme called MailChimp and it has been agreed we will change to a system I considered more adroit but, we have an issue with regard to sending the link to some of our colleagues abroad and maintaining an accurate list.

I am advised that at the Europa Forum, in the GDPR sessions all sorts of issues as to who and how we send the link were considered. To my mind, if a Lion provides their personal email address it is has little or nothing to do with their MD and their data rules. The issue seems to be where we are sending to the email address issued by the MD.

DO Robyn may have some comments on this and whilst I accept that we need to abide by GDPR rules we do not and should not be stifled by them and certainly look to not be restricted in getting the link out.

We then need to address the distribution itself. First – within the District. Again, as new members join and others leave, the list needs to be updated and this takes time.

We need to look for a way in which the link for each issue is sent to all current members.

There are only two ways that are practical and viable.

We send to Club Secretaries for onward transmission, but this has proved a little hit and miss in the past.

The District Secretary maintains a list of all members; there must be a way of sending an email to all members. Of course this also relies on Club Secretaries doing the necessary and including the email of each member in the master file!

I can use the mailchimp replacement to send the link to our colleagues abroad and beyond SE (MD105), adding and maintaining that list is an easier task. However, discussion is needed on how we can best ensure that EVERY active members receives the link? Answers on a “postcard” please.

I would welcome ideas and comments

Finally, work will keep me from Cabinet III or at least a majority of it.

Seasons Greetings to one and all

Web Team – Tom Berry

As mentioned in the Charities Treasurers Report the Trustees of the District Foundation decided that our donations website Lions Giving should be revised to give a support to all our Lions Clubs in District 105SE and at the process of a re-design to enhance its performance is in progress.

The enhanced website will provide support for:

A donations platform similar to the closed Virgin Money Giving, and Just Giving.
A subsite* for every Lions Club including a homepage, appeal pages, events pages.
Membership support pages - including a contact form.
News pages .

A newsletter for our supporters from the general public showing Lions service throughout the southeast.

A Members Area where there will be support for membership initiatives, descriptions of Lions appeals, How to advise, Good ideas forums, An achieve for past copies of the District newsletter.

*The subsites are intended to reinforce your communications and website if you have one but are capable of providing a complete service to your club if needed

When the changes are completed, we will have a website that supports every club in the district in its communications, service and fund raising

I would like to thank Paul Dedman, Wendy Cattaway, and the members of the Lions Clubs who have used our donations site for there support.