

**Subject:** Introducing Lions Day at the Capitol Initiative

Dear Lion Members,

We are excited to announce the launch of the Lions Day initiative at the Minnesota State Capitol. This initiative represents an incredible opportunity to highlight the outstanding contributions Lions Clubs make in communities across Minnesota while advocating for issues that affect our ability to serve. Below is an outline of our vision, purpose, and actionable steps to ensure success.

**When:** Tuesday, March 18<sup>th</sup>

**Time:** 1:30 – 4:30

### **Vision and Objectives**

The purpose of Lions Day at the Capitol is to:

1. **Increase Public Awareness:** Showcase the impact of Lions Clubs on local communities through our charitable programs and initiatives.
2. **Advocate for Positive Change:** Address tax policies that negatively affect our programs, ensuring we can continue supporting those in need effectively.
3. **Strengthen Community Relationships:** Foster partnerships between Lions Clubs and local governing representatives to amplify our reach and advocacy efforts.

### **Goals**

1. **Increase Public Awareness:** Raise the visibility of the Lions' contributions and our challenges as a charitable organization.
2. **Advocate for Change:** Encourage legislative action to address tax policies that hinder our ability to deliver vital programs.
3. **Strengthen Partnerships:** Build relationships with local and state representatives to support long-term collaboration.

### **How Clubs Can Participate**

To make “**Lions Day at the Capitol**” a success, we need the active participation of every Lions Club in Minnesota. Here’s how your club can contribute:

1. **Generate Enthusiasm:**
  - Share the event details at club meetings.

- Highlight the importance of our advocacy work in newsletters and emails.
  - Organize a pre-event discussion to brainstorm ideas for showcasing *your* club's work.
2. **Set Attendance Goals:**
- Aim for 5 - 10 attendees per club to ensure strong representation.
  - Encourage members to invite friends, family, and community partners.
3. **Engage with Local Governing Representatives:**
- Schedule meetings with your local officials in advance to discuss key issues and invite them to attend.
  - Prepare examples of *your club's impact* to share during these conversations.

#### Strategies for Success

- **Promote the Event Locally:** Work with local media and share updates on social media platforms to build excitement.
- **Collaborate Regionally:** Coordinate with nearby clubs to organize shared transportation and messaging strategies.
- **Highlight Impact Stories:** Prepare materials, such as testimonials or statistics, demonstrating how Lions Clubs improve lives in your community.

Let's work together to make this initiative a resounding success. We appreciate your dedication to serving others and enthusiasm for representing the Lions at this critical event.

Please follow this link to RSVP!

<https://www.signupgenius.com/go/10C0945A4AF2DA3FCC34-54821515-lions>