# District 37 Advertising and Publicity Reimbursement for 2020-2021

District 37 has made available funds for reimbursement of advertising expenses for the July 2020- Jun 2021 Lions Year. District 37 will reimburse clubs in good standing up to $100 for expenses for advertising expenses such as social media advertising, google ads, newspaper, radio, or other paid advertising.

It is highly recommended that the advertising should be used to promote your club and club projects, attract new members, and increase public awareness of your Lions club. While the funds may be used to promote a fundraiser, please emphasize what your club is raising the funds for. Social media advertising allows you to get a much bigger impact for your dollar and can be targeted to specific demographics, so it is highly recommended that these funds be used for that type of advertising.

Requests for reimbursement can be made by submitting an Advertising and Publicity Reimbursement Request to DG Mike Collins either by email or postal mail. Please send one request for funds rather than sending multiple small requests. The form will be published in the newsletter and on the web site. All requests must be submitted by June 1. 2021.

We Serve

DG Mike Collins