

# COMMUNICATING TO COMMUNITY

District Governor, Ian Gammage, has seen the success of the Lions Club of Canberra Lake Burley Griffin's Project on Public Relations "Community to Community" with Lion Bob Crawshaw as the project chairman. Bob Crawshaw of Lake Burley Griffin Lions Club has facilitated workshops to 39 different community groups in the ACT. He has many years of experience in marketing and public relations and runs Main Street Marketing, a Canberra based public relations agency.

DG Ian has welcomed Bob to District Cabinet as Public Relations & Promotion Chairman so that all Lions and Clubs in the District can learn and benefit from his knowledge and skills. Lions will know that communicating their programs and projects should be a key part of what they do. We need to publicise and show the community all the wonderful work that Lions do. This is vital part in attracting membership growth.

Many of us struggle because we don't have the necessary public relations skills and funds are always tight. Or we may be so busy with our projects that opportunities to "sell ourselves" just slip away. For many Lions, when we do set about building a public relations program, we enter unfamiliar territory. Bob, together with the Lake Burley Griffin Club, designed the "Community to Community" workshop to help volunteers spread the word in their areas. Lion Bob says, "Our 4-hour workshops are based on presentations and group discussions which help volunteers to develop simple, but effective communication strategies." "Participants leave with a *road map* for the next twelve months on how to improve their public relations."

Each session covers:

- principles of promotion
- knowing what to say, who to reach and when to speak
- outreach tools, tips and tactics for the media and elsewhere
- time-tabling and financing the next steps
- evaluating communications

Workshops will soon be available to Lions throughout the District. Planning is underway to organise at least four workshops over the next few months.

For more information contact Bob on 0401 063 387, email [bob.crawshaw@mainstreet.com.au](mailto:bob.crawshaw@mainstreet.com.au) or the assistant public relations officer Michael Hollott on 02 4455-6533, email [michris@shoal.net.au](mailto:michris@shoal.net.au).

*Note: District Clubs can get free PR check lists and tip sheets from Lion Bob's website at: [www.mainstreet.com.au/articles](http://www.mainstreet.com.au/articles)*



Photo courtesy Bob Crawshaw