**Purpose**

To ensure effective, timely, and consistent communication across Lions District 49 A through accurate records, an updated directory, streamlined website updates, and organized information distribution.

**1. Club Information Updates on Lions Portal**

**Objective:** Ensure 100% of club secretaries and administrators for 2024–2025 update their club’s official records in the Lions Portal by **May 31, 2025**.

**Actions:**

* An email will be sent to all club secretaries and administrators requesting that they:
	+ Confirm or update 2025–2026 **club officers**
	+ Confirm or update **meeting times and locations**
	+ Confirm or update **primary contact information**
* A step-by-step reference guide for updating records will be provided.
* Zone Chairs will follow up with clubs that have not completed updates by **May 15, 2025**.

**2. District Directory Preparation and Distribution**

**Objective:** Publish and distribute the District Directory by the **August 2, 2025 Cabinet Meeting**.

**Contents to Include:**

* Club Listings with:
	+ Names, officer info, contact information, meeting times
* Award Criteria
* District and LCI Dues Information
* Calendar of Events
* District 49 A Cabinet
* District 49 A Committee Chairs
* Lions and Leos Club Information
* District 49 B Cabinet (for multi-district context)
* MD 49 Council of Governors Committee Chairs
* District 49 A Foundation Directors
* Past Council Chairs and Past District Governors

**Distribution Format:**

* A digital PDF version will be distributed to all Lions via email by **August 5, 2025**
* A printed version will be made available to:
	+ Cabinet Members
	+ Zone Chairs
	+ Club Presidents (upon request)

**3. Website Updates and Content Submission Criteria**

**Objective:** Update the District 49 A website with 2025–2026 content and implement standardized submission guidelines.

**Website Updates to Include:**

* District calendar
* Awards criteria
* Leadership directory
* Campaign information (LCIF, Membership, Service)
* Club and officer training resources

**Criteria for Content Submission:**

* Submissions must be sent to the **District PR Chair** by email.
* Each submission must include:
	+ Title and purpose of content
	+ Date, time, and location (for events)
	+ Contact information for follow-up
* Submit content at least **7 days in advance**
* Photos must include:
	+ Club name, event name, and photo credit (if applicable)

**4. Distribution Plan for District Communication**

**Objective:** Provide all Lions and clubs with regular, centralized communication using multiple platforms.

**Communication Channels:**

* **Monthly District E-Newsletter**
	+ Distributed during the first week of each month
	+ Includes: event updates, reminders, training info, club highlights
* **Email Alerts**
	+ Used for time-sensitive announcements (e.g., dues, deadlines)
* **Social Media**
	+ District posts on Facebook and Instagram for public-facing engagement
* **Zone Chair Distribution**
	+ Zone Chairs are responsible for relaying Cabinet-level updates to clubs monthly
* **District Website**
	+ Acts as a central hub for announcements, forms, reports, and the calendar

*Approved by:*
**District Governor, District 49 A**
**Date: [Insert Date]**