



# All about advocacy

Did you know that Lions and Leos around the world are engaging in advocacy just by serving their communities? At Lions Clubs International, advocacy is simple: Lions clubs raise awareness of the causes they care about, educate their community members on important issues and create positive change. There are three areas of focus that help us identify types of service activities that qualify as advocacy. Want to get involved? Our list of project ideas can help get you started! You'll also learn about Lions International's relationship with the United Nations.



## Awareness

Lions raise awareness of the needs their clubs serve. They increase their service impact by getting others involved.



## Education

Once a need is identified, Lions learn from experts and educate their communities on these important issues, such as how to improve their health and protect the environment.



## Change

Lions are equipped with resources and tools to guide them to advocate for changes in legislation, policy and public opinion. They then develop relationships with government and community leaders and establish themselves as experts in serving their community and partnering to bring about positive change.

## Lions International's relationship with the United Nations

Lions International's relationship with the United Nations (UN) began in 1945, when the organization assisted in drafting the nongovernmental organization section of the UN Charter. Today, Lions' service supports the UN's Sustainable Development Goals. Appointed Lions Representatives to the United Nations build relationships with UN agencies and collaborate to find solutions to global challenges. This work is celebrated and enhanced every year during Lions Day with the United Nations events.





# How to get involved

## 25 projects to kick-start your service



### Awareness

- Host a community STRIDES event
- Host a teddy bear drive for a local children's hospital
- Organize a community tree planting event
- Hold a vision screening for your community
- Organize a can food drive
- Buy radio ad space to raise awareness on an issue
- Sponsor a World Sight Day event
- Hold a diabetic retinopathy screening event



### Education

- Partner with a diabetes educator in your community to host diabetes screenings
- Host cooking lessons to teach healthy recipes for diabetics
- Invite an eye professional or a person who is blind or has low vision to educate Lions and Leos on common eye diseases and technology aides
- Create flyers detailing where you can recycle toxic materials
- Host community viewings of environmental documentaries
- Tour a recycling and waste management facility with your club
- Develop a Green Living Tip Sheet for your community
- Access the "Lions Eye Health Program" to educate yourself and your club about blindness prevention



### Change

- Organize a state Hill Day
- Invite a legislator to your club meeting
- Schedule an in-district meeting
- Write an email in opposition/support of a bill
- Call your elected official in opposition/support of a bill
- Attend Lions Day with the UN
- Invite a legislator to a service event
- Attend an Advocacy 101 training
- Host a debate and share the results with your elected officials

**Don't forget to report your service!**

The above ideas are only some of the many ways your club can get involved in advocacy! Be sure to report your service in MyLion to share how your club is serving.