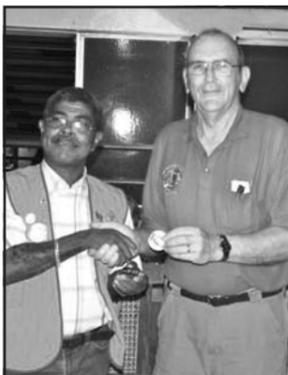




Nicaraguan Mission Of Hope & Sight



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As I am writing in late February, a group of Wisconsin Lions are preparing to leave on an eyeglass mission to Nicaragua. They were sadly diverted from their normal work in Mexico because of the violence there. It will be very interesting to hear the groups' reactions upon their return as Nicaragua is the second poorest country in our hemisphere. Ten years of eyeglass trips allow me to say the people are very friendly, roads are improving, hotels are tolerable to great, and we eat too well. We feel as safe as in any big city here. I do not suggest giving up on Mexico, but here is my wild suggestion: The Wisconsin Nicaragua Partners of the Americas (<http://wisnic.org/>) is already very active in organizing exchanges with Nicaraguans. The "Partners" also have an efficient conduit for sending supplies, through warehouses in Stevens Point and Managua. As our International Foundation collaborates with the Bill Gates and Jimmy Carter Foundations to tackle world health issues, could Wisconsin Lions collaborate with Wisconsin-Nicaragua Partners? I believe there is great potential in this.

We still have time to achieve some goals we have set for our 2011-1012 year. On February 25, I had the honor of inducting Kevin and Vicki Pfeifer as members in our Altoona Club. This makes the sixth husband-wife team in their membership!! Currently, there are 112 family units in our District. (Not all are husbands and wives; some are parent/adult child family units) Fairchild has nine, Ellsworth has seven, and several other clubs have at least five.

Imagine the boost your club would receive from multiple family memberships such as this! My primary challenge to District 27-E2 clubs was to invite at least five new husband-wife teams to join their club; with the goal of recording at least one new family membership. We still have time to meet or exceed this goal. Let's get it done!!

Tree planting time is arriving. Please remember International President Tam's environmental challenge to plant as many trees as possible. Look for opportunities for special plantings in public areas, but also report individual Lions' plantings to the club secretary so they can also be included on the Monthly Activity Report.

I am finding that my District Governor's obligations are tapering off rather quickly, and even more so after mid-April. There are still a few clubs to visit. Now is an ideal time to contact me if you have questions, problems, or would like me to visit a special event hosted by your club.

this is your page, help fill it by sending an article, photos & events to Editor Jan today!

Leveraging A Website

Second in a four-part series - Promoting Lions to the Public

by Lion Lee Leidal

The first article in this series appeared in February and spoke to the issue of using the Member Section of the Lions International e-Clubhouse as a focal point for members, including all member records and reports. This month the attention turns how a website can promote a Lions Club locally.

The Hudson Lions launched a calendar raffle in 2009. The State of Wisconsin requires the club to make a list of winners available, and in an effort to use this list to get ahead of the curve, the Lions began posting a list of winners weekly on the HudsonSunriseLions.com Google website. A separate page used a Google feature to list names of winners, the dollar amount won, and so on.

Very quickly the public discovered the report, and every week buyers were looking to see if they were winners. The page included information about Lions services, an email to use for more information if desired, and of course was "inside" the website to try to have viewers walk through other information about the club. With the new e-Clubhouse site now in use, a similar strategy will be used in the current year.

An even more powerful draw to the Sunrise website was

the addition of a slides how to promote items on sale at individual locations in the Hudson Lions Community Garage Sale.

This event, modeled after the Woodbury, MN, Lions Garage Sale, and now in its tenth year, provides an organized weekend for individuals to have their sales promoted by the Lions. The club runs numerous newspaper ads leading up to the weekend and distributes a map showing all the participants the week of the sale. This map has becoming a key attraction for shopping garage sales in Hudson.

This year, with the cooperation of the newspaper, the Lions received phone numbers of any person who signed up, then called each of them to offer a chance to publish up to three photos of sale items on the Sunrise website. In its first year, this offer found about 30 takers and the results were impressive. The feature is still available at HudsonSunriseLions.com.

After the sale, the Lions followed up with each participant, via email, to ask for their feedback. The very positive results have been posted on the Sunrise website near the slideshow itself, ready for promoting the 2012 Sale.

One participant was excited because the car she offered online was sold to the first caller to see it. He came from Baldwin, 24 miles

away. After he bought the car, another five calls were received.

In an interesting twist, a lady from St Paul happened to be looking at an obituary listed in a Cloquet, MN newspaper. The obituary made mention of the Hudson Star-Observer, so she found the HSO on-line, saw the Garage Sale being promoted, went to the Sunrise site for more information, then read about the 2012 Calendar Raffle - and bought four chances! You can't make that up.

Since the Garage Sale, the Lions have added a tracking device and, going forward, will be able to watch the traffic on the website to notice if it is peaking during the events described here, as is expected.

The website is updated regularly as Lions are involved in new events, or have special guest speakers at their meetings.

One page has slideshows featuring the Ribfest, Highway Clean-Up, the Annual Meeting, and other key events of the club. The whole point is to answer the question, "How will they know what you do if you don't tell them?"

The next article of this series we will address how the website is made more functional by holding and linking all the club documents "in the clouds" at Google.

Bluefields Nicaragua Lions Special Request

by DG Dave Schaefer

The Bluefields Nicaragua Lions were extremely helpful during Lion Brad Martin's Wisconsin Eyeglass Mission in late January (see DG Dave's March column).

During the Mission, local Lion Mike Ramirez made an unusual request to the Lions of Wisconsin.

Ramirez related that years ago, the Bluefields area was famous for it's music culture and produced some world-class musicians. This rich musical heritage has been in steep decline in more recent years. One of the goals of the Bluefields Lions Club is to restore a strong music education program. They are hoping that the Lions of Wisconsin can provide them with used musical instruments, still in good condition, for student use.

Our Wisconsin-Nicaragua Eyeglass Group is indebted to these fine Nicaraguan Lions, who organized our eyeglass mission and were with us throughout our five days of



BLUEFIELDS NIGARAGUA LION MIKE RAMIREZ helping at one of the free Eyeglass Clinics during late January.

work in Bluefields. It would be great to assist them in return.

Please convey this message to anyone who may be able to help in this worthy cause. Contact DG Dave if you have or know of any gently used musical instruments to be donated. The Wisconsin-Nicaragua Partners regularly sends donated materials to Nicaragua, and they can arrange the transportation for us.