BUS POSTER COMPETITION

GREAT YARMOUTH AREA OF SERVICE:

LIONS SHARE

Project description

- Promoted the bus poster competition to local primary schools, 7 of which got involved.
- Over 1500 forms went out with the Lions logo on.
- Just under 700 entries.
- 2 winners selected and presented with prizes by Lions member and local business sponsors manager.
- Winning poster designs complete with Lions logo are on the back of two local buses.

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What went well?

- Engagement with schools.
- Sponsorship from local business.
- Club and competition featured in local press.
- Good social media coverage – over 22,000 engagements on social media.

Lessons learnt

- Go direct to the schools.
- Focus on primary schools as secondary schools gave little attention.

15 volunteer hours