



MD105 Message In A Bottle

How Do We Launch The Project?

Dear Fellow Lion

This “How to do it” list is not exhaustive and is based on the real experiences of Lions clubs across MD105, who have already launched and wish to share their experience with other Lions.

There is no “right way” to do this, but we hope this will help you and that you & your club, enjoy the experience as much as we have.

ISSUE	REMARK
Research	<ul style="list-style-type: none"> • Is someone else already launching it? If so, how can you support / work with them? • Is the project needed in your community? • Can the club afford it or will you need a sponsor? • District Officer can advise, provide contact details for: <ul style="list-style-type: none"> ○ Helping you plan ○ Suppliers ○ Emergency Authority Contacts ○ Other clubs which have launched already. • See MD105 website • Primary Health Care may be able to provide a profile for your area (numbers required) • Who is your target user? Everyone can benefit! • Where can you this scheme? Not just the house, but can be the car or caravan too.
Seek commitment	<ul style="list-style-type: none"> • Speak with the Directors of your Club • Arrange for a club which has launched or your MIAB District Officer to visit your club to explain and answer any questions or concerns. They're waiting to hear from you.
Confirm commitment	<ul style="list-style-type: none"> • Give the members time to get used to the idea and raise it for discussion at a subsequent meeting
Form a committee	<ul style="list-style-type: none"> • Small is beautiful (Chair +2/3) • Others can be brought in later as and when needed
Plan carefully-leave nothing to chance	<ul style="list-style-type: none"> • Suppliers: bottles, tops, forms, labels (The MD MIAB team have put together a simple system that will not only simplify your ordering, but will help you get prices too. • Packing: you can often engage assistance from other groups e.g. Leo's, Duke of Edinburgh Award Groups, Police, Se, Army, Air Cadets, local prisons etc • Emergency Services & Authorities need to be “on board”. Make contact and highlight the benefits to them with minimum effort from them

ISSUE	REMARK
	<ul style="list-style-type: none"> • Establish a <u>realistic</u> Launch Date: timetable, milestones, critical success factors • Identify and arrange a suitable launch venue • Someone special to launch the event will help create impact (set a couple of people to do this as a specific task, it's important) • Develop and produce a launch event programme • Invitations: Emergency Authorities, Primary Care Trusts, Medical Services, Voluntary Organisations, Local dignitaries, <u>The Media</u> • Publicity – Press, Radio, local presentations • Publicity material – forms, posters, information leaflets, etc etc (are they correct for your club?) Some Lions Districts have lists of contacts on their web sites. Are yours their? Contact your District MIAB Officer for advice.
Distribution	<ul style="list-style-type: none"> • How will you distribute the bottles? Just your club? Surgeries, Libraries, Shops, Chemists, Local Organisations • Remember, you will need more forms than bottles (one for each member of the household) • Publicise where people can get the FREE Message in a Bottle: papers, community newsletters, radio • Agree a Start Date (sometimes it may not be the same date as the launch)
Launch	<ul style="list-style-type: none"> • The support of Authorities adds to credibility • Needs to create maximum impact • Get your members involved - Make sure each member of your club has a kit and completes it – this is better than any briefing • Have a street launch too or a house to house distribution day (D-Day)
Follow-up	<ul style="list-style-type: none"> • Stock – Re-order in good time. Don't run out! • Distribution – encourage. Follow-up • Publicise • Visit local clubs/ societies to explain the scheme
Have Fun	<ul style="list-style-type: none"> • Lots of "ordinary people" have launched this scheme already. They've had "Amazing" experiences and "Fun" do this. They've really enjoyed this project which helps them "Serve" their community and brings them into direct contact with lots of new people/ organisations. • The Club's profile has also benefited

Want to know more? See <http://www.lions.org.uk/miab.htm> or call Lion Iain Pudney Multiple District Officer for Message in a Bottle on 01753 546821 or email miab@lions.org.uk