

MD4 MASTERCLASS SERIES #3



MASTERING THE NEWSLETTER THAT GETS READ

December 4, 2025

Presented by Lion Gail Cates
District 4-A1 Newsletter Editor

INTRODUCTION

Hi! I'm Lion Gail Cates.



I publish the **Newsletter for District 4-A1**, in central California.

I'm the **Club President** of **Upcountry 88 Lions Club** near Jackson CA. I'm also the **District's and Club's Marketing Chair** and **Website Administrator**. I've been doing newsletters since 2013.

I'll share my **suggestions** for creating and publishing a Lions District Newsletter. Most of these also apply to publishing a Club Newsletter.

Your questions and comments will be discussed after my short slideshow.

HOW TO CREATE A NEWSLETTER

Information is in the .PDF document on these four topics <https://lions4-a1.org/creating-a-district-newsletter/>

1. STEPS

Steps in creating your District's Newsletter are listed in the .PDF document - handout.

We'll start with that in the next slide...

2.CONTENT

Then we'll discuss several suggestions to put in your newsletter.

3.COMPLETION

We will briefly go through the final steps in completing your newsletter.

4. RESOURCES

Suggestions and websites are highlighted on this slide.
DISCLAIMER: Websites listed are suggestions and examples ONLY. They are NOT meant to be recommendations or to imply they are endorsed by District 4-A1 Lions.

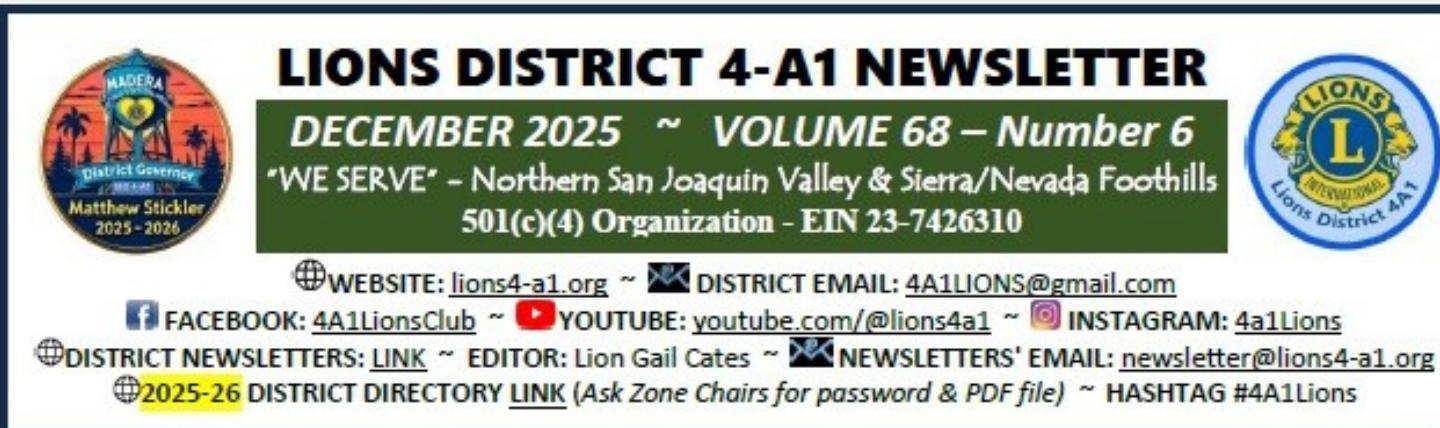
1. STEPS

- Request Articles, Photos, Event Flyers, etc. from your members
- Save emails that come in during the month in a separate folder
- Start doing the newsletter
- Open a word-processing document or Open a Template
- Save the document like this: District-4-XX-Lions-Newsletter-2026-11.docx
- Fonts
- Two Columns vs. One Column
- Line Spacing Options
- Add a Page Header
- Use Screenshots if you want to. Edit as you go.
- Add shortcuts to the Quick Access Toolbar – my FAVORITE keys !!!

2. CONTENT

MASTHEAD

Include the Lions logo or a photo of your District's logo AND your current District Governor's PIN. Information on the LOGO's Guidelines can be found in the RESOURCES section below. Add a link to your District's WEBSITE & SOCIAL NETWORKING pages (Facebook, Instagram, etc.).



EVENTS CALENDAR

Include Ongoing Events - include brief description of upcoming meetings, service projects/activities, and fundraisers. Use links. Identify whether they are MD4, Lions International, or your District events. Put Club's name after their events.

~ CALENDAR of EVENTS ~

[DISTRICT 4-A1 ONLINE CALENDAR](#)

[MD4 GOOGLE CALENDAR](#)

[LIONS INTERNATIONAL CALENDAR](#)

1st & 3rd Wednesdays: Pickleball [Lessons](#) – Oakdale Lions - [FLIER](#)

Present-June 30: Round 9 Bags For Benches – Stockton San Joaquin Lions - [FLIER](#)

December 2: [4-A1 Cabinet/GAT Meeting](#) – Zoom Link on [District's Calendar](#)

December 3-5: Pete Arellano Memorial Girls Basketball Tournament – Escalon Lions

December 3-4: Christmas To Remember – Moke Hill Lions, West Point Lions, Tri-Dam Lions - [FLIER](#)

December 4: [MD4 Master Class](#) – District/Club Newsletter Training – Gail Cates hosting - [LINK](#)

December 5: Downtown Madera Christmas Light Parade – Madera Evening Lions - [FLIER](#)

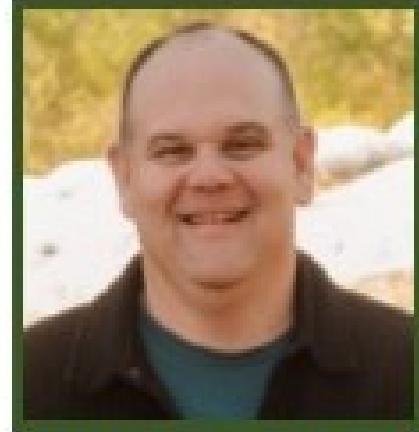
December 5: [Lions International Leo Day](#)

2. CONTENT

DISTRICT GOVERNOR'S MESSAGE

Request a monthly column from your District Governor. Include their recent photo/headshot.

Message from
DISTRICT GOVERNOR MATT STICKLER



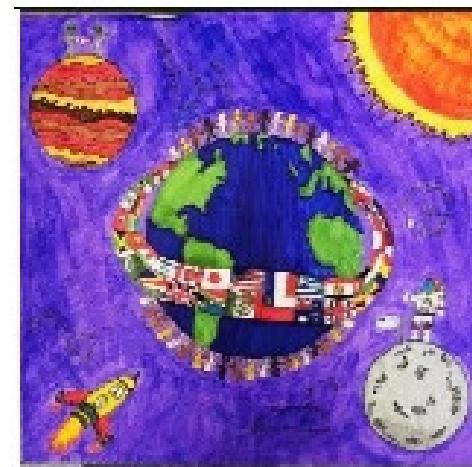
Holiday Greetings from the District Governor

Dear Lions, Leos, and Friends of District 4-A1,
As we enter this joyous holiday season, I want to extend my heartfelt gratitude for your dedication, compassion, and service throughout the year. Each of you have embodied our International President Dr. A.P. Singh's message of "Leading from the Heart"—bringing light, hope, and kindness to communities across our district.

MAIN INFORMATION

- Articles/photos emailed to you from members
- Updates on your District events
- Endorsed Projects updates
- District Chairperson and Committee Reports
- Photos/wording posted on your District's Facebook, Instagram, or other social media

PEACE POSTER/ESSAY CONTEST:
Together As One



2025-2026 District 4-A1 Winner:
Brianna Rodriguez from Avery Middle School
Sponsored by Murphys-Angels Lions Club

NOTE: Several were unable to be judged; however, their artwork should be showcased as a recognition of their efforts (incomplete paperwork, age, and/or paper size).



2. CONTENT

UPCOMING EVENTS

Don't include Clubs' events here.

Highlight the date.

Accessibility

for Low-

Vision or

Blind

Readers is

important -

include

wording and

include ALT

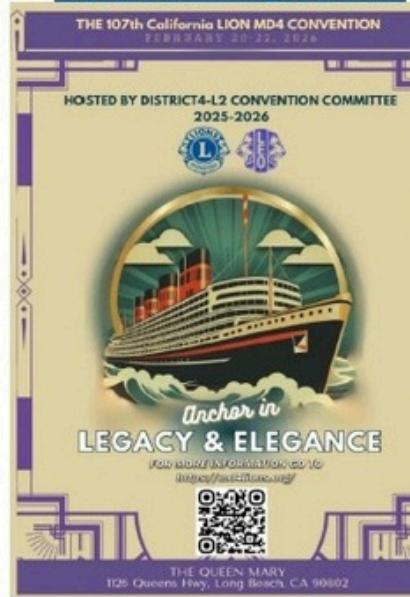
TEXT if

possible.

UPCOMING EVENTS SECTION (in date-order)

MD4 CONVENTION Feb 20-22

<https://md4lions.org/convention>



50th LIONS ALLSTAR FOOTBALL GAME June 20

50 years of Lions Allstar Football Games!!
Game Date: Saturday, June 20, 2026
Where: Tracy High School Wayne Schneider Stadium in Tracy CA
Times: Gates and concession stand open at 4 pm. Game time – Kick off is 7:15 pm.

GoFan tickets will be available soon!
Ads are available for our digital program and on our website www.lionsallstarfootball.com for a year!
Email allstargame4a1@yahoo.com or mail to address:
PO BOX 974, LINDEN CA 95236
Players' Banquet information is TBA.
North and South head coaches will be selected in the beginning of December.
Player selections start shortly after the coaches accept the North and South coaching positions.
Please feel free to contact your local high school coaches to nominate their all-star players for our teams this year.
Thank you for 50 years of support and Happy Holidays!
~ Elizabeth Olson

LEOS NEWS SECTION

Ask the Leo Advisors for information to be sent to you or let you know when they've posted on Social Media. Follow guidelines for minors.

ALPHA & OMEGA LEO NEWS SECTION

<https://www.lionsclubs.org/en/discover-our-clubs/about-leos>



DISTRICT LEO CHAIRPERSON – Paul Wagner

INTERNATIONAL LEO DAY – Dec 5

"Join Leos from around the world as we celebrate the 68th anniversary of the Leo Club Program. Watch the winning 2025 Leo Video Contest entries (#HeartofaLeo) and hear about new opportunities for Leos." - [REGISTER](#)

YOSEMITE HIGH SCHOOL LEO CLUB

See the photo and article in the Club News Section of this newsletter under "Bass Lake Lions".



2. CONTENT

CLUB NEWS SECTION

Upcoming Club Events and Fundraiser Flyers (or wording: who/what/when/where). Ask clubs to add you to their newsletter/bulletin emails or sending in a monthly write-up with photos - captions

CLUB NEWS SECTION

SIERRA LIONS (Oakhurst Area)



We have had so much fun this month! We participated in the Coarsegold Rodeo Trunk or Treat with our Lions "Welcome to the Jungle"-themed car and passed out 12 huge bags of candy. We also helped VFW place and take down flags at Oakhurst Cemetery for Veterans Day.

[FACEBOOK PAGE](#)

PATTERSON LIONS

The Patterson Lions had a busy dinner meeting in November. We presented a lifetime membership to long-time member Mike Mahaffey to thank him for everything he has done for the Patterson Lions Club and our community. Next, we presented Mentor Mason and namesake Taylor from Camp Taylor with a check for \$1,100 to support their family camp programs. <https://www.kidsheartcamp.org/>



And finally, we had a presentation from Invest In Me, and then we presented them with a check for \$1,000 to be a sponsor for their upcoming Youth Empowerment Conference. ~ Shawn Monnin

DIRECTORY

Include a list of your District's Board/Officers in case people have questions. Respect confidentiality.

To contact these Lions, ask your Zone Chair for the District Directory (PDF or hardcopy)

[TRI DAMS LC \(2303\)](#)
[UPCOUNTRY 88 \(37207\)](#)
[WEST POINT \(2307\)](#)

SAN JOAQUIN REGION

Region Chair - OPEN

San Joaquin Zone 1 Chair – Rodrigo Acosta Jr (Temporarily filling in)

[CLEMENTS-LOCKEFORD \(2252\)](#)

[ESCALON \(2258\)](#)

[LINDEN \(2266\)](#)

[LODI \(2268\)](#)

[LODI MEXICAN AMERICAN \(46183\)](#)

[RIPON \(2288\)](#)

[STOCKTON HEALTHY LEO-LIONS](#)

(181676)

3. COMPLETION

- **Edit your Document as you go**
- **For ACCESSIBILITY, use Alt Text and Image Descriptions**
- **Make your Newsletter Visually Appealing**
- **Save your Document as a .PDF document**
- **Double-check your .PDF document**
- **Editor's Editor - Ask someone else to read it for corrections**
- **Distribution Frequency – once a month?**
- **Email to your Distribution List**
- **Add Newsletter to your District's website**
- **Email out the Newsletter on time!**
- **Make a "Words and Photos Only" Edition?**

4. RESOURCES

Several resources are listed in the handout (PDF document) with website links and suggestions.

If they don't answer your questions, let me know and I'll try and help...

That's what Lion Volunteers are for!

~ Gail

YOU'RE INVITED...

On February 7, 2026, the MD4 Marketing Committee will have a WORKSHOP with a Breakout Session where I will attend and we can have further discussions.

Maybe we can have a District Newsletter Contest?

TO CONTACT ME:



gfclion@gmail.com



lions4-a1.org



THANK YOU !

QUESTIONS ? ? ?

