

STAR CARDS BY LIONS Media Kit

Lions Honoring Heroes

An Adopt & Adapt Service Model by the California Lions Marketing Committee

Inspired by the service of the Tustin Host Lions Club



1. Project Overview

Star Cards by Lions is a dignified, hands-on service project where Lions honor heroes through respectful flag stewardship. Retired United States flags are carefully transformed into keepsake stars and presented to veterans, active-duty military personnel, and first responders as symbols of honor, gratitude, and service.

Rooted in appreciation—not politics—Star Cards creates powerful, personal moments of recognition while preserving the legacy of the American flag.

Perfect project for USA250 to bring Lions and Leos together in 2026, and beyond. Create a Statewide Star Card Summer service project in your state.

Simple to implement. Scalable for events. Powerful in impact.

2. Why This Project Matters

- **Honors veterans, active military, and first responders**
- **Preserves retired American flags with dignity**
- **Creates meaningful, face-to-face community engagement**
- **Brings Lions, Leos, and youth together in intergenerational service**
- **Highly visible at public events and conventions**
- **Perfect for the patriotic year 2026 and beyond**

This is Lions honoring heroes — visibly and respectfully.

3. The Adopt & Adapt Model

Star Cards operates under an Adopt & Adapt model by the California Lions Marketing Committee.

Clubs may:

- ✓ **Customize presentation wording**
- ✓ **Adapt packaging (card stock, envelope, display)**
- ✓ **Present at local events**
- ✓ **Partner with schools, VFWs, fire departments, or city agencies**

Clubs should:

- **Maintain respectful flag handling**
- **Keep messaging appreciation-focused and non-political**
- **Use consistent Lions branding**

The model ensures statewide unity with local flexibility.

4. How It Works (Simple Implementation)

Step 1 – Collect Retired Flags

Partner with community members or host a flag retirement drive.

Step 2 – Prepare the Stars

Carefully cut stars following respectful flag guidelines.

Step 3 – Attach to Card

Mount star on a printed card with a gratitude message.

Step 4 – Present with Honor

Hand-deliver at events, ceremonies, schools, or community gatherings.

5. Sample Presentation Message

**“This star comes from a retired United States flag.
It has flown proudly and now continues its service as a symbol of honor.
We present this to you in gratitude for your service and sacrifice.
Your commitment to our community and country will never be forgotten.”**

6. Perfect For Public Visibility

- **Patriotic year 2026 celebrations**
- **Memorial Day & Veterans Day events**
- **Fourth of July celebrations**
- **Community fairs and parades**
- **School assemblies**
- **Leo Day**

- Conventions (including MD4Con26)
- First responder appreciation events

Star Cards creates natural conversation, emotional connection, and positive media moments.

7. Media & Public Relations Toolkit

Sample Press Headline:

Local Lions Club Honors Veterans Through Unique Flag Stewardship Project

Press Release Opening Paragraph:

The [Club Name] Lions Club is honoring local veterans and first responders through “Star Cards by Lions,” a hands-on service project that transforms retired American flags into meaningful keepsake stars presented in gratitude for service and sacrifice.

Social Media Post:

Today we honored heroes in our community through Star Cards by Lions — transforming retired flags into symbols of gratitude. Service is seen. Sacrifice is honored. ★ #LionsHonoringHeroes #USA250 #StarCardsByLions #EverythingCaliforniaLionsService

Photo Tips:

- Capture the presentation moment
- Photograph intergenerational participation
- Include Lions branding
- Always ask permission before posting recipients

8. Event Booth Visibility Setup

For maximum impact:

- Display folded flags respectfully
- Have a sign: “Lions Honoring Heroes”
- Offer live demonstrations (when appropriate)
- Include Lions membership materials nearby
- Share a QR code for “Join Lions” information

This is a powerful membership conversation starter.

9. Supplies Checklist

- Retired American flags
- Sharp fabric scissors
- Printed Star Cards
- Mounting adhesive
- Presentation envelopes
- Table display signage
- Lions logo materials

Optional:

- Patriotic tablecloth
- Informational handout about Lions Clubs

10. Brand Alignment

This project aligns with:

- Veterans service
- Community impact
- Intergenerational engagement
- Public visibility
- Membership growth through meaningful service

Because when Lions honor heroes, communities see who we are.

11. Call to Action for Clubs

Adopt it.

Adapt it.

Present with honor.

Share the story.

Lions honoring heroes — one star at a time.



Star Cards by Lions Clubs Toolbox
<https://bit.ly/LionsStarCards>



I was once part of the American Flag.
I flew over America, the land of the free
because of the brave.
I can no longer fly; the sun and wind
have caused me to be tattered and torn.
Please carry me as a reminder that you
are not forgotten. Thank you!