

CAMPAIGN | 100



LCIF • EMPOWERING SERVICE

## Club LCIF Coordinator Manual

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*Leading Your Club to Success*

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Lions Clubs International  
**FOUNDATION**

## Welcome!

Dear Club LCIF Coordinator,

Thank you for accepting this important role on behalf of your club! You are joining a global team of leaders who are focused on the largest fundraising campaign in our history, *Campaign 100: LCIF Empowering Service*. Through this campaign we will raise US\$300 million and enable LCIF to increase its service impact, fight the global health crisis of diabetes, and expand our Global Causes. Together, we can make a difference in the areas of vision, youth, disaster relief, humanitarian efforts, diabetes, childhood cancer, hunger, and the environment.

Campaign 100 is an opportunity to transform our Foundation *and* the world. Through this campaign we are asking every Lion to begin or continue supporting LCIF each and every. With your leadership, we will ask all Lions to consider a donation of US\$100 per year. This donation – just US\$2 a week – will greatly impact Lions’ ability to achieve our mission and create positive change across the globe.

This guide will help you learn about Campaign 100, your role as club LCIF coordinator, and how to engage your fellow Lions in raising funds for this important campaign. In the pages that follow, you will learn to tell your story, make a plan, build your team, and raise funds. The companion storytelling guide and other training materials, along with guidance from your district LCIF coordinator, will help you and your club to be successful. While we have an ambitious goal to achieve, we know that with your support, we will reach it!

Thank you again for accepting this leadership role. We hope this guide will be useful to you as you begin your efforts and lead your club to success!

Sincerely,

**SIGNATURE**

Past International President Dr. Jitsuhiro Yamada  
Campaign International Chairperson

**SIGNATURE**

Past International President J. Frank Moore, III  
Campaign International Vice Chairperson

## Your Role

*LCIF is your foundation, our foundation.* As club LCIF coordinator, you will help connect your club to the many ways LCIF helps Lions serve and offer them a variety of ways to participate. The work you do to ensure their participation will support our success!

Your role consists of four primary tasks, united around one common goal – promoting the participation of every Lion:



The rest of this guide will give you practical, easy ways to ensure you can fulfill your important leadership position.

## Start Here: Your Introduction to LCIF and Campaign 100

### *What is LCIF?*

Lions Clubs International Foundation (LCIF) is the charitable fundraising and grant making arm of our global organization. Every day, LCIF works to fulfill our mission: to support the efforts of Lions clubs and partners in serving communities locally and globally, giving hope and impacting lives through humanitarian service projects and grants.

### *What does the Foundation do?*

Thanks to the selfless sacrifice and dedication of thousands of Lions, **LCIF has been able to grant more than US\$1 billion to Lions service projects and partnerships around the world.** The generosity of the Lions community has allowed LCIF to save sight, support youth, provide disaster relief, and address a wide range of humanitarian needs.

### *Why is the Foundation important?*

Lions Clubs International (LCI) is the world's largest and most effective service organization, and Lions themselves are respected worldwide as the leaders in service. Individually, we serve with our clubs and make differences in each of our local communities. **LCIF allows us to extend and magnify that impact on a local and global scale.**

**LCIF is *your* Foundation.** It belongs to every Lion and empowers the service and impact of Lions everywhere. The success of LCIF is truly the success of each and every Lion, all 1.46 million of us!

### *What is Campaign 100: LCIF Empowering Service?*

**Campaign 100: LCIF Empowering Service** is the Foundation's next transformational campaign. Through Campaign 100, we will raise US\$300 million to increase our impact in sight, youth development, disaster relief and humanitarian efforts; fight the global diabetes crisis; and expand our focus to include childhood cancer, hunger, and the environment. The campaign will support grants and partnerships that will enable our Lions to serve hundreds of millions more people for years to come.

### *Why should Lions support Campaign 100?*

There's nothing more central to being a Lion or Leo than service. It's why we joined; it's what we do. Through our support of Campaign 100, **LCIF empowers Lions with the resources we need to take on the issues we care about, bringing about real and lasting change.**

### *Why should my club become involved?*

Because you're Lions! Through Campaign 100, we are strengthening the work of Lions to save sight; support youth; provide relief in disasters; fight diabetes; care for families facing childhood cancer; feed the hungry; and protect our environment. **In short, through Campaign 100, your club can help change the world.**



**Tell Your Story.** Help members understand the impact of LCIF in your community and across the globe.

1

## Step One: Telling Your LCIF and Campaign 100 Story

*I believe in LCIF's important work for Lions and our community. But I'm not sure all of my fellow members feel the same way. How can I help them understand the power of LCIF and why we should support the Foundation?*

One of the most important things you'll do as club LCIF coordinator is help your fellow members understand why LCIF is so important to the global Lion community, and why supporting LCIF is a part of our Lion service.

Think about the last time you made a donation to LCIF, or to another organization. Why did you give? Part of the reason was perhaps you heard a great story about the work LCIF helped make possible – a family who could rebuild their home after a disaster. A child whose sight was screened and can now see and participate in school. A person whose diabetes was caught and is now treated.

You have your own great story to tell about LCIF, and that story will help convince your fellow members to join you in giving to LCIF and Campaign 100. Here's how you can create your own story to tell:

### Know your reasons for serving

- Ask yourself: why did I become a Lion? Why am I still a Lion today? Why did I take on this role?

### Identify which global causes you're most passionate about

- Review the Campaign 100 case for support. Which causes are most important to you?
- Which causes might be most important to your fellow members and your community?

### Understand the impact of LCIF in your community

- Request information on grants received and implemented in your district or multiple district - you or your fellow members might be surprised how much LCIF has made possible in your neighborhood! Visit <https://lionsclubs.org/en/discover-our-foundation/mission>.
- Learn about the new District and Club Community Impact Grant - this grant is available to clubs who donate a minimum amount each year to LCIF. Learn more at <https://lionsclubs.org/en/start-our-approach/grant-types/district-club-community-impact-grants>

### Practice and prepare

- Use the storytelling guide at the end of this manual to take notes and organize your thoughts
- Practice telling your story with your district LCIF coordinator, a family member, or trusted friend
- Before you meet with your club leadership, ask them what else they'd like to know about Campaign 100 so you can prepare accordingly

*What else can I use to help tell my story? Are there materials I can give to my fellow members?*

LCIF offers plenty of tools to you to help you share the story of LCIF and to get your message to stick with your members. Here are just a few of the tools you can access on the LCIF website, at <https://lionsclubs.org/en/resources-for-members/resource-center>, under Campaign 100 and Foundation:



Additional materials can be made available upon request. Connect with your district LCIF coordinator for more information, and to ask what's been most effective in your district.

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*Checklist: What You Can Do*

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- ❑ Complete the companion storytelling guide included in the back of this book to help you prepare your Campaign 100 story
- ❑ Review the resources available on the LCIF website, and order materials for your club
- ❑ Practice telling your story with your district coordinator and other club coordinators in your area
- ❑ Invite your district LCIF coordinator to join you in presenting at a club meeting
- ❑ Review the grants programs and grants histories for your district

## Step Two: Make a Plan

*I'm ready to share my story with my club. What comes next?*

It's important to have a plan for how your club can be successful in supporting LCIF and Campaign 100! Making a plan has two key steps:

- **Review the recommended fundraising strategies:** there are a lot of ways to support Campaign 100. Determine which are going to be most effective for your club.
- **Set a goal:** deciding your club's level of impact is one of the easiest, but most critical steps. Aim high!



**Make a Plan.** Learn about the many ways you and your club can support Campaign 100. Then, set your goal.

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### RECOMMENDED FUNDRAISING STRATEGIES

Raising funds for Campaign 100 is an important and essential part of your role – but it can be simple and even fun! There are many different ways to get involved. You know best what will be most successful for your club, but in case you are new to this role, here are some helpful suggestions:

1

**Start by asking for individual member support and** encourage individual member participation throughout the year. In many areas, asking your fellow Lions to make personal contributions will be the easiest and quickest way to raise funds. We ask all Lions to consider giving US\$100 each year – but regardless of the amount they can give, **the participation of every Lion is crucial to our success!** Invite all members to donate to our Foundation, at every opportunity.

Once you've made some progress, **launch a fundraising event.** This is a great way to get your community involved and to show the excitement your club has for Campaign 100. Events may include prize raffles, special meals, food sales, or sporting tournaments.

2

3

Work with your club officers to determine when **a club treasury gift** may be appropriate. You may wish to create a matching pool for individual member's donations to Campaign 100.

Once your members and club have made your own commitments, then **approach local businesses and non-Lions to ask for their support.** They will be more likely to join you if they see your club and its members leading the way!

4

More detail can be found on pages 14-19 of this guide.

Whatever fundraising strategies you choose to use, remember that **participation is essential**. US\$100 per member, per year is our goal but **participation is the most critical aspect to achieve success**. We realize not everyone can donate US\$100 per year but it is important every Lion support *our* Foundation. This means **please donate whatever you can, no matter the amount—every dollar counts!**

## SET A GOAL

All levels of LCIF leadership – from club LCIF coordinators through constitutional area leaders – will set goals. Goal-setting is a crucial component of our success. **When goals are set, we know that Lions answer the call – and exceed them!**

In order to achieve our global goal of US\$300 million, **we ask all Lion leaders to strive towards a goal of US\$100 per member, per year**, over the course of the campaign. This is the equivalent of US\$2 per member, per week.

Perhaps your club already gives at this level. Perhaps many of your club members have never given to LCIF before. Depending on where your club stands, consider selecting one or more of the achievements below to get you started this year:

### 100% member participation

- Participation is key to our success!
- The more Lions participate, the more impact we can have on our collective service goals.

### 100% member participation of at least US\$100

- US\$100 - just US\$2 per week - can go a long way.
- Clubs who achieve this goal will receive recognition as 100/100 Clubs!

### Make a club treasury gift or host a fundraising event

- Club treasury gifts are one way a club can collectively show their support for LCIF and Campaign 100.
- Fundraising events are a great way to invite the community and spread our message of service.

### Become a Model Club!

- Model Clubs set an example for all clubs to set challenging financial goals and try a variety of strategies to achieve them. In return, they receive exceptional recognition.
- Learn more about becoming a Model Club below!

Any of these goals will have an impact on our overall success – but we encourage you to set your sights high and challenge your club to do more!

As you consider what achievement your club can reach this year, keep in mind:

1. **Individual participation by club members is the key to success.** We're asking each Lion to consider a minimum donation of US\$100 each year of the campaign – just US\$2 each week (see page 14 for more). Please consider making individual participation one of your goals.
2. **Donations to Campaign 100 are eligible for MJF credits** and count towards new Campaign 100 recognition and ongoing LCIF recognition for your club.
3. **Invite your district coordinator** to help you and your officers determine what goal you can achieve this year. Sometimes it's helpful to get another perspective to raise your sights!

*We want to set our sights as high as we can. Tell me more about becoming a Model Club.*

Model Clubs set a challenging per-member average goal of at least US\$750 per member over the course of the campaign – or approximately US\$250 per member, per year. All funds raised from all sources count towards a club's goal! In return, they can be eligible for exceptional recognition, in three stages:



MODEL CLUB RECOGNITION	
Per-Member Average (PMA) or Total Funds Raised Level	Recognition
<b>Model Club</b> (PMA of US\$750)	<ul style="list-style-type: none"> <li>• Written recognition (newsletter, website, etc.)</li> <li>• Public recognition (scrolling screen at International Convention, etc.)</li> <li>• Certificate and banner patch</li> </ul>
<b>200% Model Club</b> (PMA of US\$1,500)	
<b>300% Model Club</b> (PMA of US\$2,250)	
<b>400% Model Club</b> (PMA of \$3,000)	<ul style="list-style-type: none"> <li>• Written recognition (newsletter, website, etc.)</li> <li>• Public recognition (scrolling screen at International Convention, etc.)</li> <li>• Certificate, banner patch, and banner topper</li> </ul>
<b>500% Model Club</b> (PMA of US\$3,750)	
<b>600% Model Club</b> (PMA of US\$4,500)	
<b>PMA of US\$5,000+</b> <i>Additional increments of US\$500 may be awarded or developed as clubs achieve or commit to these goals.</i>	<ul style="list-style-type: none"> <li>• Premiere Model Club</li> <li>• Written and public recognition, more expansive than lower levels</li> <li>• Certificate, banner patch + banner topper</li> </ul>

The minimum per-member average of US\$750 may seem daunting, but remember:

1. **All funds raised since July 1, 2017 count towards your goal** – so you’ve likely already gotten a head start!
2. **All funds raised from all sources – not just member giving – count** towards your Model Club goal.
3. **Your club has until June 30, 2022 to raise funds** towards your Model Club goal – you don’t have to achieve it in one year.

The table below gives an example of how a club of 30 members could become a Model Club, with space for you to see what it might take for your club to become a Model Club:

CALCULATING A MODEL CLUB GOAL: US\$750 Minimum				
SAMPLE MODEL CLUB GOAL: US\$750 x 30 members = US\$22,500			YOUR CLUB GOAL: US\$750 x _____ = US\$_____	
Type of Donation	# of Donations x Donation Amount	Estimated Total	# of Donations x Donation Amount	Estimated Total
Member Donations of US\$100	10 x \$100	\$1,000	____ @ \$_____	\$_____
Member Donations of US\$300	7 x \$300	\$2,100	____ @ \$_____	\$_____
New MJF’s (US\$1,000)	3 x \$1,000	\$3,000	____ @ \$_____	\$_____
Proceeds from Fundraising Events	2 x \$4,000	\$8,000	____ @ \$_____	\$_____
Club Treasury Gifts	2 x \$1,500	\$3,000	____ @ \$_____	\$_____
Local Business Contributions	4 x \$250	\$2,000	____ @ \$_____	\$_____
Non-Lion Individual Donations	10 x \$100	\$1,000	____ @ \$_____	\$_____
Total Raised in FY17-18	N/A	\$1,400	N/A	\$_____
Other*				\$_____
Other*				\$_____
<b>Campaign 100 Total Raised</b>		<b>US\$22,500</b>		<b>US\$_____</b>

*\*We recognize each club is unique. Enter your club’s special fundraising efforts here to see how it will contribute to your Campaign 100 success!*

If your club is interested in becoming a Model Club, please contact your district LCIF coordinator so you may receive additional support and submit a commitment form, which you can access via the LCIF website.

### Checklist: What You Can Do

- Begin estimating the potential of each fundraising strategy and consider a potential goal
- Meet with your club officers to discuss your goal
- Review Model Club information on the website, and consider if your club can set your sights higher and become an example for other clubs to follow!
- Write down your top strategies and activities, and try planning them a few different ways

# 3

**Build a Team.** Form a committee to help you raise funds and reach your community.



## Step Three: Build Your Team

*I'm excited to get started! But, I'm concerned this may be too much for me to lead on my own. Can I ask other members to join me?*

There's a role in Campaign 100 for every member of your club! Campaigns provide great opportunities for members to take on new leadership roles. Leading your club's efforts is indeed a big responsibility – you're encouraged to invite other members to join you and share ownership of your club's plan for the year.

As a club LCIF coordinator, you might consider organizing a Club Campaign 100 Committee. Here are ideas for committee roles:

CLUB CAMPAIGN 100 COMMITTEE	ROLES AND RESPONSIBILITIES
Campaign 100 Club Chair(s)	<ul style="list-style-type: none"> <li>Assumes overall responsibility for the direction of club campaign efforts</li> <li>May be the club LCIF coordinator</li> </ul>
Campaign Secretary or Treasurer	<ul style="list-style-type: none"> <li>Supports the club LCIF coordinator in submitting donations and pledges</li> <li>Helps track overall progress of the campaign</li> </ul>
Member Fundraising Lead	<ul style="list-style-type: none"> <li>Assumes primary responsibility for individual member donations, including automated donations</li> <li>Supports the club LCIF coordinator in making personal requests of members</li> </ul>
Non-Member Fundraising Lead	<ul style="list-style-type: none"> <li>Assumes primary responsibility for promoting and securing donations from non-members and local businesses, including matching donations from member employers</li> </ul>
Fundraising Events Lead	<ul style="list-style-type: none"> <li>Assumes primary responsibility for the planning and execution of fundraising events dedicated to Campaign 100</li> </ul>

When considering who may best fill these roles, keep in mind the following qualifications:

Active, engaged members

Willing to learn about and advocate for LCIF

Committed to the causes of Campaign 100

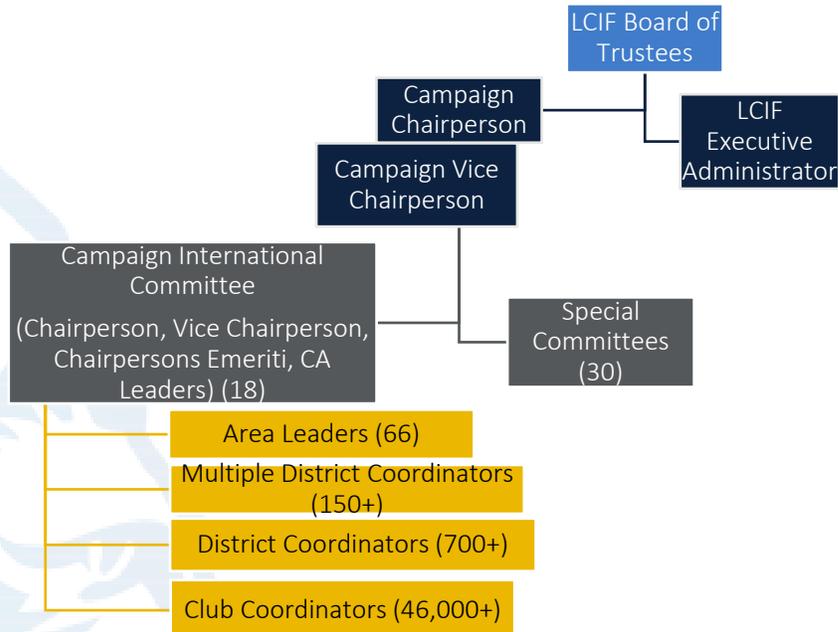
Willing to make a personal donation or pledge to Campaign 100

Able to commit two to three hours per week to the campaign, for a period of two to four months

Local customs and the size of your club may determine the titles and number of committee members you invite – but know there's certainly opportunity for you to invite additional support!

### What is my relationship to my district LCIF coordinator?

As a club LCIF coordinator, you are part of a global team of Lion leaders who connect Lions to the Foundation and offer them ways to participate as donors, advocates, and volunteers. Club LCIF coordinators are the most direct link to our communities:



Your district LCIF coordinator relies upon you to engage with your club and fulfill your club’s part in the district’s goals. In turn, they’re a resource to you – they can provide guidance on fundraising strategies; share what’s been most successful for them, connect you to additional support from LCIF, and promote your great work to other clubs in your district.

If you haven’t yet started working with your district LCIF coordinator, here’s how to build a good relationship with them:

- Schedule a regular time to speak with your district LCIF coordinator
- Respond promptly to requests for information
- Join in-person meetings with your fellow coordinators when possible
- Send frequent updates to your district LCIF coordinator
- Invite your district LCIF coordinator to join a club meeting and give a presentation with you

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*Checklist: What You Can Do*

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- ❑ Identify members of your club who could support your direction of the campaign
- ❑ Email or call your district LCIF coordinator to set up regular time to speak
- ❑ Invite your district LCIF coordinator to attend one of your club's meetings
- ❑ Outline and prepare regular updates to your district LCIF coordinator

## Raise Funds

*I know that our club is very generous. How can I help my club reach our fullest giving potential?*

Lions are generous by nature. They're our biggest supporters of LCIF, and they also support club projects and many other causes in their own communities. However, we know that we will need more Lion **participation** than ever before in order to achieve the goals of Campaign 100.

4

**Raise Funds.** Make your own donation first. Then, ask others to join you in supporting Campaign 100 and offer them ways to participate.



As a club LCIF coordinator, you can help your club raise funds by focusing on four key activities:

1. Inviting individual members to make a **personal donation or pledge**
2. Planning **fundraising events** with the proceeds directed towards LCIF
3. Considering making a **donation** directly from the **club treasury**
4. Connecting with **local business and non-Lions** and inviting them to join your club in supporting LCIF

Let's look at each of these strategies:

### 1. ENGAGING INDIVIDUAL MEMBERS

Inviting your fellow members to make personal donations is one of the simplest and quickest ways you can raise significant funds for LCIF and Campaign 100. Lions are already inclined to support LCIF – LCIF is *their* Foundation, and exists to support the service Lions carry out together in their communities. Here are a few key tips to keep in mind when asking your fellow members to make a donation or pledge to Campaign 100:

1

#### **Make your own donation first!**

Making your own commitment first allows you to lead by example, and invite others to join you. It also helps to build your members' confidence in LCIF.

2

#### **Make it easy!**

Encourage automated giving (where available) and giving via the MyLion app or at [www.lcif.org/donate](http://www.lcif.org/donate).

3

#### **Make it manageable!**

Ask Lions to make a weekly or monthly commitment - a US\$100 donation is **only US\$8.33 each month**.

4

#### **Make it personal!**

Meet with members individually or in small groups to request their participation. Get to know their interests and include that in your request.

5

#### **Make it official!**

Be sure that each Lion fills out a pledge form and sends it to LCIF for proper recording.

6

#### **Make an impact!**

Be sure to thank your fellow Lions for their commitment and share the impact of their **donation** through LCIF.

*I'm ready to ask my fellow Lions to support Campaign 100? How much should I ask for?*

Every Lion is asked to consider a minimum donation of US\$100 per year to the campaign – a total donation of US\$300. Over three years, this donation equals just US\$8 each month, or US\$2 each week.

*Will individual Lions receive Campaign 100 recognition? Do contributions count towards an individual's Melvin Jones Fellowship or Progressive Melvin Jones Fellowship?*

Yes! All donors to Campaign 100 will receive a commemorative pin. Donors who contribute US\$300 or more in total will receive additional recognition as noted on the next page. All Campaign 100 contributions will be credited towards an individual's Melvin Jones Fellowship or Progressive Melvin Jones Fellowship.



Total Individual CAMPAIGN 100 DONATIONS	Immediate Recognition <i>(upon payment or pledge)</i>	Recognition Upon Completion <i>(available upon COMPLETION of gift or pledge)</i>
US\$15,000 – US\$24,999	 <p><b>CAMPAIGN 100 DONOR PIN</b></p>	<b>Lion of Empowerment Pin attachment</b> PLUS Certificate and Plaque with public presentation 
US\$3,000 – US\$14,999		<b>Lion of Commitment Pin Attachment</b> PLUS Certificate and Plaque with public presentation 
US\$1,500 – US\$2,999		<b>Lion of Dedication Pin attachment</b> PLUS Certificate 
US\$900 – US\$1,499		<b>Lion of Action Pin attachment</b> 
US\$600 – US\$899		<b>Lion of Kindness Pin attachment</b> 
US\$300 – US\$599		<b>Lion of Service Pin attachment</b> 
<b>All Other Donors</b> <i>(cumulative donations of US\$100+ from July 1, 2017-June 30, 2021)</i>		ALL CAMPAIGN 100 DONORS are recognized on LCIF’S website <i>(updated quarterly)</i>

*Above recognition is available for one-time donations and pledges. Includes listing on LCIF website. Listing in Donor Room at International Headquarters reserved for donors US\$300+. Recognition items will be sent directly to donors unless otherwise specified. Additional recognition options available to SUSTAINING DONORS below.*

### SUSTAINING DONOR RECOGNITION

**Available only to donors who choose the Annual or Monthly options for CAMPAIGN 100 DONATIONS. Includes corresponding recognition listed above.**

<u>Item A in development</u>	<b><u>MAKE A PLEDGE:</u></b> Sign up to give each year of the campaign and receive ITEM A Automated giving is available in some countries and can be made with a credit card or automatic bank draft; donors from all other areas may give annually using all approved methods. Reminders will be sent each year.
<u>Item B in development</u>	<b><u>GIVE MONTHLY:</u></b> Choose the Automated Monthly giving option and also receive ITEM A AND B Automatic monthly giving is available in some countries and can be made with a credit card or automatic bank draft. Sign up at <a href="http://www.LCIF.org/Donate">www.LCIF.org/Donate</a> or complete a pledge form. Total amounts indicated on pledge forms will be divided into 12 equal payments and charged monthly.

*Some members of my club may be able to make a significant contribution – US\$5,000, US\$10,000, US\$25,000 or more over several years. What should I do? Will they receive additional recognition?*

If you have a member of your club who may be able to make a significant donation, (US\$5,000 or more each year) to the campaign, contact your Regional Development Specialist at LCIF for more assistance. Donations of US\$100,000+ and US\$25,000+ receive special designation as Lead and Major Donors. Lead and major donors sign a special pledge form and receive additional recognition as top campaign contributors. Since all club member donations count toward your fundraising total, a lead or major gift will make a big difference.

### *How do I make an effective request for support?*

Asking a fellow Lion to support Campaign 100 is easy! Just remember the key tips shared in this section:

1. Make your own donation first – your fellow Lions will see your trust in LCIF and follow your lead
2. Make it easy – it's easy to donate online at [www.lcif.org/donate](http://www.lcif.org/donate) or via the MyLion app
3. Make it manageable – a small monthly contribution adds up to a big amount and even greater impact
4. Make it personal – connecting the request to your passion as a Lion will influence others
5. Make it count – once a Lion is ready to donate, make sure to document their commitment
6. Make an impact – share stories of the impact Lions are having through Campaign 100

It may help to practice your request for donations and possible responses to questions you may receive. The following language can be tailored for your own use:

#### **THE REQUEST:**

"I would like to ask you to join me in supporting Campaign 100. I don't know your financial situation or what other charitable commitments you may have, but I do know your passion and commitment to Lion service. Will you consider a donation of just US\$8 a month for a total donation of US\$300 over three years?"

#### **FOLLOWING THE REQUEST:**

Stay silent and let your fellow Lion consider what you've said. They may need some time to think it through.

Then, respond to their answer as appropriate.

**If they say YES:** Thank you! Let's fill out this pledge card and send it in right away.

**If they offer TO THINK ABOUT IT:** Absolutely. May I follow up with you next week?

**If they offer A LESSER AMOUNT:** Thank you! All donations to Campaign 100 are important.

**If they say NO:** I understand. Are there any questions that I might be able to answer for you? Thank you for your consideration.

Once you have made the request, it is important to follow up. Proper documentation of the donation will allow your fellow Lion to receive recognition for their commitment to Campaign 100. Remember to thank the person no matter their response. Oftentimes "no" simply means "not right now". It's important to maintain the relationship!

## 2. PLANNING FUNDRAISING EVENTS

*Our club loves to put on fundraising events, and we've had some good success. Can we include events in our plan?*

Fundraising events are a great way to bring many members of your club together – and have some fun! In addition, they're a wonderful opportunity to invite non-Lion members of your community to learn more about the great work of Lions and join your club in supporting LCIF and Campaign 100.

We know that many clubs already plan and carry out a variety of fundraising events each year. If you're new to planning these kinds of events, or if it's been some time since you've done so, here are a few tips:



## 3. MAKING A GIFT FROM THE CLUB TREASURY

*Our club sets aside funds every year for charity. We usually make a contribution to LCIF from these funds. Can treasury gifts be dedicated to Campaign 100?*

Yes! Many clubs reserve funds in their club treasury for charitable donations, and many of those contribute from those funds to LCIF. These contributions are a great way for club leadership to support LCIF on behalf of their members.

Clubs should follow their standard rules and procedures to determine what kind of donation they can make from their treasury to LCIF. Club treasury gifts can also be a good way to encourage additional donations from individual members. Clubs can consider offering to match a certain level of donations from individual members, with a gift from the club treasury. In this way, members can double their impact!

## 4. INVITING SUPPORT FROM LOCAL BUSINESSES AND NON-LIONS

*Our local community is very supportive of our efforts. Will their contributions count?*

Yes! We know that many clubs already have good relationships with businesses and non-Lion individuals in their local communities. These businesses or friends may have helped contribute to a service project or fundraising event. Inviting support from community members and groups outside of your club is also important to help us achieve our goals and continue spreading awareness of the great work of Lions.

Here are a few tips to help you engage local businesses and other non-Lions:

#### RETURNING DONORS

Start here! These organizations and individuals are most likely to support your efforts again

#### LINK TO THE GLOBAL CAUSES

Look for businesses or industries who have supported similar causes in the past or whose business aligns with our Global Causes

#### DEMONSTRATE IMPACT

Businesses like to focus efforts in their local area - providing information on how LCIF has supported local service may encourage them to support LCIF through your club

#### MATCHING DONATIONS

Many businesses will match their employees' donations to charitable organizations - ask donors to complete a matching donation form from their employer

### *Checklist: What You Can Do*

- ❑ Make your own donation or pledge to LCIF
  - Consider making a donation of US\$100 each year for three years – just US\$2 each week, or US\$8 each month!
  - If you are able, consider a donation to achieve a Melvin Jones or your next Progressive Melvin Jones Fellowship level – or make an equivalent donation to recognize another Lion with a Melvin Jones Fellowship
- ❑ Invite your fellow Lions to support Campaign 100
  - Start with club members who could consider a PMJF, then an MJF
  - Meet with those members in person
  - If you have a larger club, consider forming a committee to support these visits – see the “Build Your Team” section for more
- ❑ Brainstorm ideas for a fundraising event, or think about highlighting and expanding a prior event that already supports LCIF
  - If you wish to conduct multiple events, consider forming a committee to help you plan – see the “Build Your Team” section for more
- ❑ Request a meeting with your club officers to discuss the possibility of a club treasury donation
- ❑ Invite your MDC and DC to present at a club meeting or event
- ❑ Research the businesses who already support your club, and see if their donations are usually directed towards organizations who focus on our Global Causes
- ❑ Ask your members if their employers will match their donation to LCIF

## Let's Get Started!

Thank you again for taking on this crucial leadership role. You and your club will help us move closer to achieving our goals!

Here's a complete checklist of what you can do now:

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### *Checklist: What You Can Do*

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- ❑ Complete the companion storytelling guide to help you prepare your Campaign 100 story
- ❑ Review the resources available on the LCIF website
- ❑ Practice your story with your district LCIF coordinator and other club coordinators in your area
- ❑ Review the grants programs and grants histories for your district
- ❑ Make your own donation or pledge to LCIF
  - Consider making a donation of US\$100 each year for three years – just US\$2 each week!
  - If you are able, consider making a donation to achieve your MJF or next PMJF level
- ❑ Write down the reasons why you give, and why your fellow members should donate too
- ❑ Begin estimating the potential of each fundraising strategy and consider a potential goal
- ❑ Meet with your club officers to discuss your goal and begin striving towards US\$100 per member
- ❑ Review Model Club information on the website, and consider if your club can set your sights even higher
- ❑ Write down your top fundraising strategies and activities, and try planning them a few different ways
- ❑ Begin identifying club members who may make good members of a campaign committee
- ❑ Establish regular check-ins with your district LCIF coordinator and invite him/her to a club meeting
- ❑ Begin identifying members of your club who may be able to consider MJF-level donations
- ❑ Request a meeting with your club officers to discuss the possibility of a club treasury gift
- ❑ Brainstorm ideas for a fundraising event, or think about rebranding a prior event that already supports LCIF
- ❑ Research the businesses who already support your club, and see if their donations are usually directed towards organizations who focus on our Global Causes
- ❑ Ask your members if their employers will match their donation to LCIF

*Thank you for your leadership! Let's change the world together!*

## Creating Your Campaign 100 Story – A Storytelling Guide

*Part 1: This guide will help you to build your Campaign 100 story. When complete, you will have a personalized set of speaking notes ready to use in presentations to your club leadership and fellow members. These speaking notes may be appropriate for your first meeting with club officers. Follow the prompts to gather your ideas, then shorten your thoughts to one or two sentences per topic. We will begin with an introduction to LCIF and to Campaign 100.*

What is Campaign 100 and what does it mean to me?

My introduction (name, etc.):

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Why I became a Lion:

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The role LCIF plays in your Lion story (How you see LCIF impacting your life as a Lion):

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Why you are excited to be a part of Campaign 100:

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What Campaign 100 will accomplish:

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*Part 2: Now, think about how you can ask your members to get involved in the campaign and how you can help.*

*What are some of the ways Lions in your club can support Campaign 100?*



Our members and our club can participate in Campaign 100 by:

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As a club LCIF coordinator, I'll help our club to:

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I brought some materials with me to help us get started, such as:

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***Part 3: Next, you'll talk with your club officers about setting and meeting a fundraising goal.***

*What can our club do to help support Campaign 100? What is the impact of an individual donation?*

Our club can help make an impact by setting a club goal for this year. Setting a goal is important because:

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I've thought about what our goal might be. If you think it's challenging, here are some reasons I think this goal is achievable:

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Individual giving is very important to the success of Campaign 100. You, and all of our members, can lead by example and participate by:

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Our club will be successful if we have a plan. Here are some ideas to get us started:

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When we're ready to begin, we should start by:

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**Part 4: Recognition, Call to Action, and Closing**

*What recognition opportunity will drive activity? What call to action will motivate club leaders to become involved?*

If you think some of our members may be motivated by recognition, there are new campaign recognition opportunities available:

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As a reminder, our first steps are:

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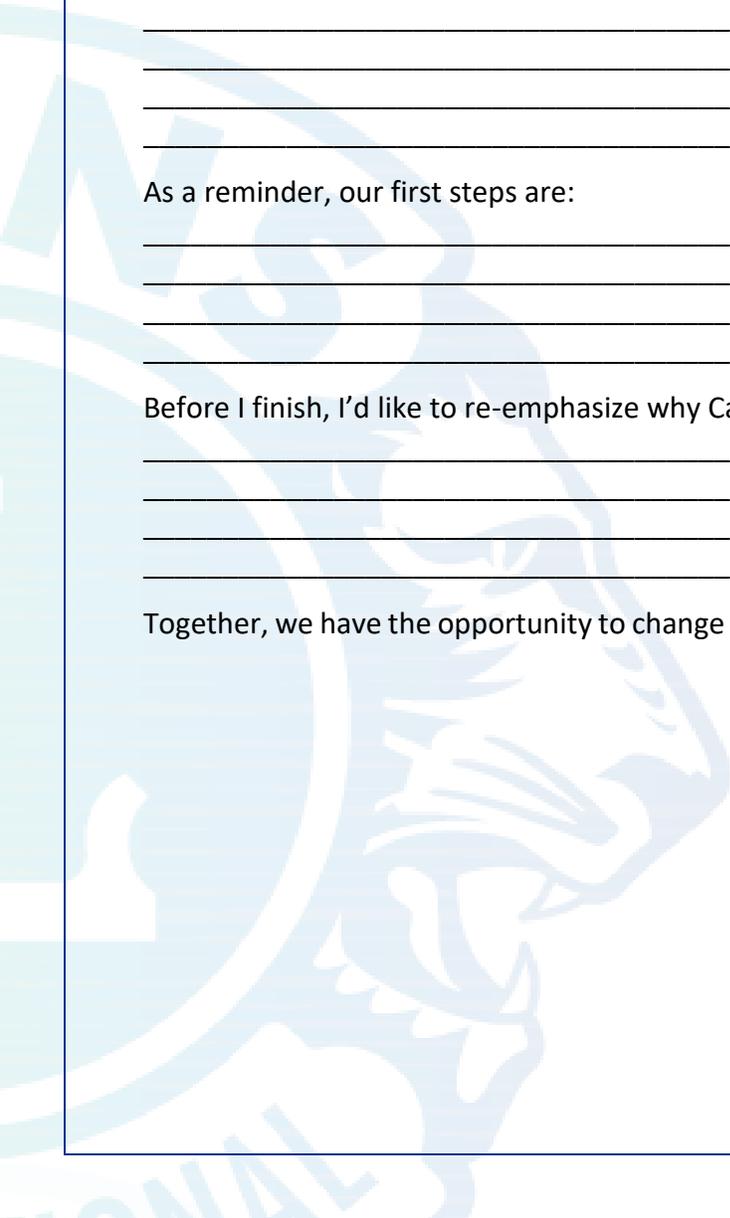
Before I finish, I'd like to re-emphasize why Campaign 100 matters and how it will benefit our club:

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Together, we have the opportunity to change the world. Thank you for your service and your generosity!





C A M P A I G N | 100



LCIF • EMPOWERING SERVICE



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