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CONNECT AND COMMUNICATE

Connect to a cause and communicate impact

Help members understand the impact of LCIF in your community and around the globe.

With the expansiveness of service areas LCIF supports it can be a challenge to effectively communicate all eight cause areas. How can I best highlight the work of LCIF?

Take some time to review the wheel of causes. Which cause area is one that your club is particularly engaged? It may be helpful to showcase for your club the connection between your work in this area and LCIF's support of this work. Is there a cause area that would be interesting for your club to learn more about and find ways to support? Perhaps one of the cause areas is an issue that affects your community and could benefit from your club's leadership.

When talking about the campaign and the impact of LCIF with your clubs, instead of covering all the cause areas, focus on the areas of service that will be most meaningful to your club.



VISION



DIABETES



YOUTH



**CHILDHOOD
CANCER**



**DISASTER
RELIEF**



HUNGER



**HUMANITARIAN
EFFORTS**



ENVIRONMENT

Communicate Impact

I believe in LCIF's important work for Lions and our community. How can I best share the power of LCIF and why it is important to 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 important to the communities Lions serve, 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? Maybe 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 diagnosed and is now being treated.

You have your own great story to tell about LCIF, and that story will help inspire your fellow members to join you in giving to LCIF.

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?

Connect with a cause

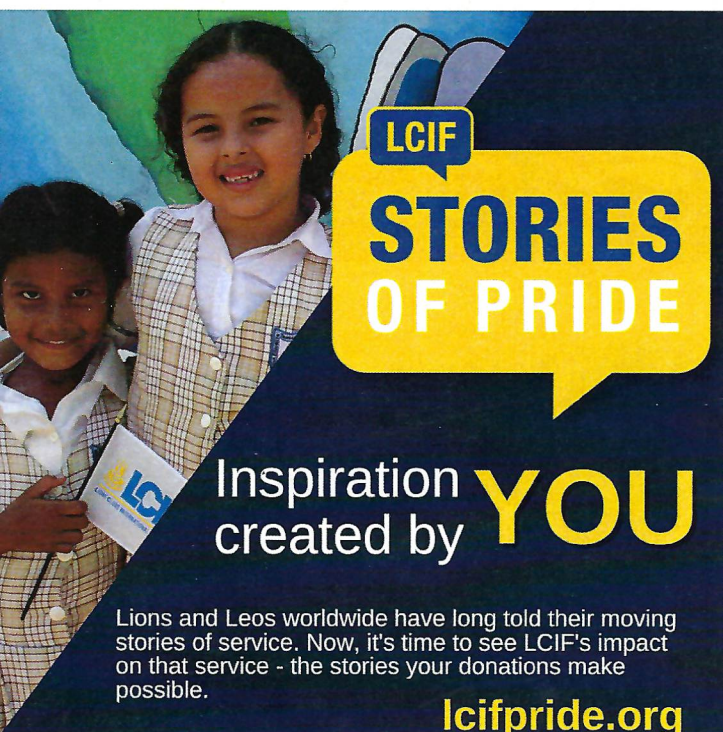
- Review the case for support. Which cause is most important to you?
- Which cause might be most important to your fellow members and your community?
- It is not necessary to talk about all the causes - just the one that means the most to you or your club.

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: lionsclubs.org/LCIF.
- Learn about the new District and Club Community Impact Grant - this grant is available to clubs that donate a minimum amount each year to LCIF. Learn more at lionsclubs.org/DCG.

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 friend.
- Before you meet with your club leadership, ask them what else they'd like to know about LCIF so you can prepare accordingly.



LCIF
STORIES OF PRIDE

Inspiration created by **YOU**

Lions and Leos worldwide have long told their moving stories of service. Now, it's time to see LCIF's impact on that service - the stories your donations make possible.

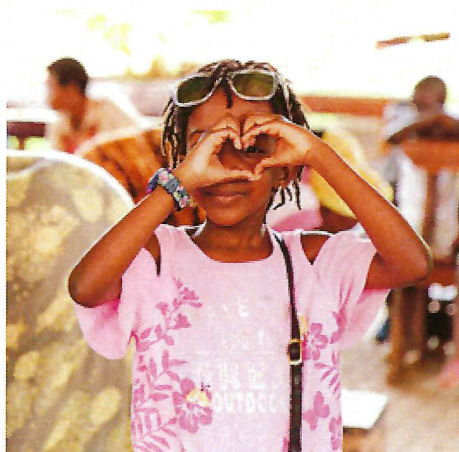
lcifpride.org

Checklist: What You Can Do

- ✓ Consider which of the cause areas supported by LCIF will be most relevant to your club the customize your LCIF presentation to emphasize those cause areas.
- ✓ Complete the storytelling exercise included in the activity section of this manual to help you prepare your LCIF story.
- ✓ Practice telling your story with your district coordinator and other club coordinators in your area.
- ✓ Review the grants programs and grants histories for your district.
- ✓ Invite your district LCIF coordinator to join you in presenting at a club meeting.
- ✓ Schedule time to meet with your club leadership to share more about LCIF.

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SET A GOAL



Learn all the ways you and your club can make an impact and receive recognition for your support of LCIF. Then, set your goal.

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

Each constitutional area, multiple district, and district have goals the leadership structure is tracking and working to achieve. It will be important for club LCIF coordinators to work with district coordinator to determine what a challenging club goal is to help achieve the district's goal.

When setting a fundraising goal for your club you will want to consider both the **impact** and **recognition** your club wants to achieve.

IMPACT: The chart below shows a world in need of Lions service. LCIF grants are designed to directly address these needs. Utilize these facts when stating your case for support and showcase how Lions—empowered by LCIF—can meet the needs of the world.

The more funds your club raises, the greater the impact. When presenting to your club emphasize the impact associated with the amount of money you raise and donate to LCIF. Lions will be motivated to reach impressive goals when they focus on the service that is possible through those raised funds.

2.2 billion

people have vision impairment or **blindness**

NEARLY

one-third of young teens worldwide have recently experienced **bullying**

1 in 11

people has **diabetes**

300,000

children aged 0-19 are diagnosed with **cancer** each year

~1 in 9 people **lacks enough food** to be healthy and active

Each day, **300** people die from **measles**

Weather-related disasters have

grown more than **50%** over the last 40 years

By 2025, **half** the world's population will live in **water-stressed areas**

RECOGNITION: A special recognition program has been created to acknowledge the efforts and generosity of clubs contributing to LCIF. Once your club decides on the impact level to strive towards, look at the recognition that accompanies that level of giving and share as an incentive for your club to reach your goals.

A **per-member average (PMA)** is a useful metric to set goals for your club. A PMA is the total amount in donations a club makes divided by the number of club members. This represents the average amount each member in a club is giving. A PMA is not representative of what all individuals give but rather the average amount being donated by club members as a whole. Any donations coming from the club, members or fundraising events count toward the club's PMA.

Below are some goals tied to recognition that you might consider presenting to your club to set to incentivize participation:

Per Member Average (PMA)

- Set a goal of reaching a per member average funds raised that your club has not reached before!
- Achieving a PMA level can be reached through all forms of fundraising and is not reliant on individual participation.

100% Member Participation

- Participation is key to our success!
- The more Lions participate, the more impact we can have on our collective service goals.
- Learn more about special club recognition for 100% participation on page 17.

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!

Recommended Fundraising Strategies

Raising funds for LCIF is an important and essential part of your role – 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 here are some helpful suggestions:

- Personal donations and pledges
- Fundraising events
- Virtual fundraising events
- Club treasury gifts
- Donations from local businesses and non-Lions



More details and recommendations on implementing fundraising strategies will be found in the next section of this guide. Whatever fundraising strategies you choose to use, remember to strive for a minimum of US\$100 per-member average, per year.

Checklist: What You Can Do

- ✓ Begin estimating the potential of each fundraising strategy and consider a potential goal
- ✓ Discuss your goal with your district coordinator and club officers
- ✓ Meet with your club officers to discuss your goal

My club and I are ready to support LCIF! How can we do that?

Lions are generous by nature. They're the 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** in order to build on the success of Campaign 100.

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

- Engaging individual members
- Planning fundraising events (virtual or in person)
- Making a gift from the club treasury
- Inviting support from local businesses and non-Lions

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. Lions are already inclined to support LCIF. Our foundation 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 LCIF:

1. Make your own donation first

Making your own commitment first allows you to lead by example, then 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 lionsclubs.org/donate.

3. Make it manageable

Ask Lions to make a weekly or monthly commitment - an annual 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. Setting up a phone call or virtual meeting is a great option when you cannot meet in person.

5. Make it official

Be sure that each Lion fills out a pledge form and sends it in the way that is customary for your constitutional area.

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 LCIF!

Great! Here are a few important notes to keep in mind:

- Every Lion is asked to consider a minimum donation of US\$100 per year. Each year, this donation equals just over US\$8 each month, or US\$2 each week.
- All gifts to LCIF are credited towards an individual's Melvin Jones Fellowship or Progressive Melvin Jones Fellowship.
- All donors giving US\$50 or more to yearly to LCIF are eligible to receive recognition.

How do I make an effective request for support?

For some, asking a fellow Lion to support LCIF is easy. For others, it is uncomfortable. Following is an example of how to approach an ask if you are unsure. Just remember, you are asking for a contribution to your foundation! The key tips shared in this section: make your own donation first, make it easy for them to give, make it personal, and make an impact 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 LCIF. 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 over US\$8 a month for a total donation of US\$100 this year?"

How to Respond:

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 form 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 LCIF 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.

Follow-Up:

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 LCIF.

Remember to thank the person no matter their response. Oftentimes "no" simply means "not right now". It's important to maintain the relationship!