

PLANNING FUNDRAISING EVENTS

Our club organizes special events to raise funds. Can we include events in our plan?

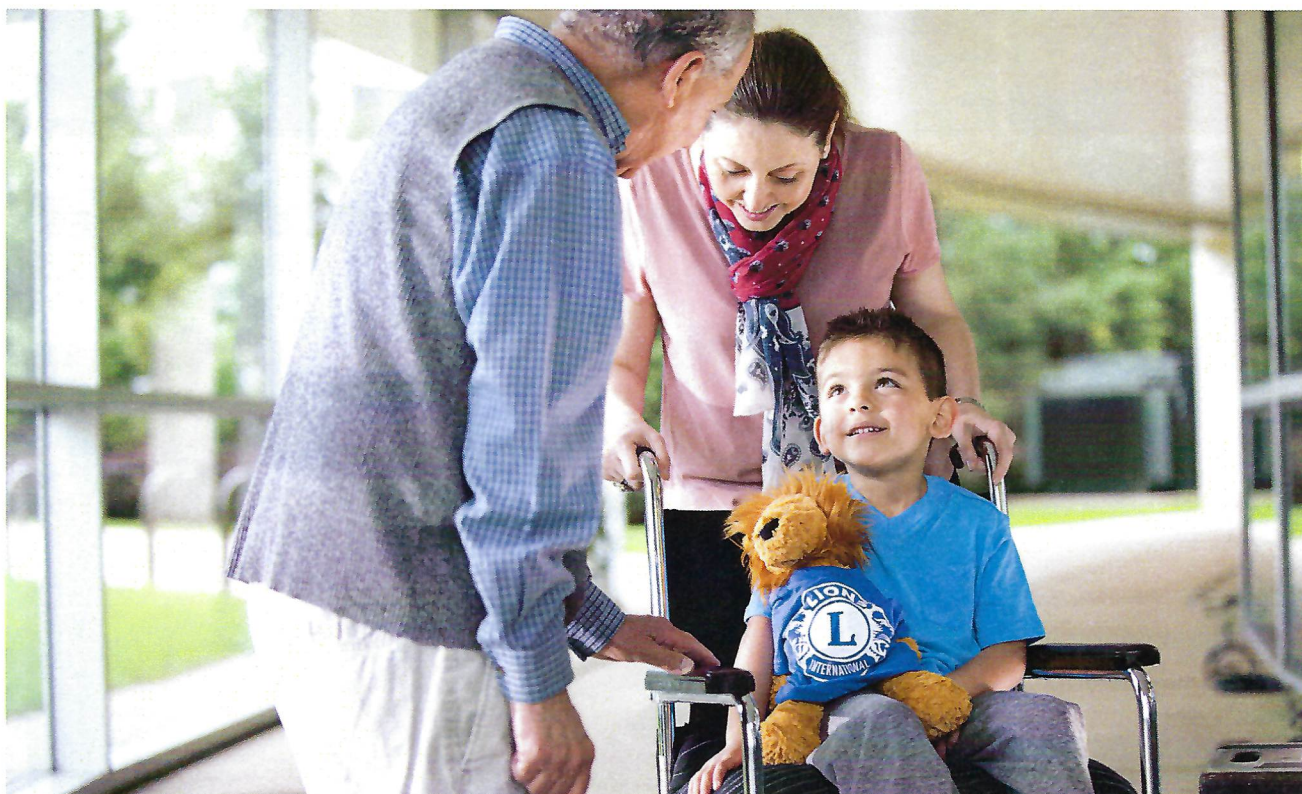
Yes! Fundraising events are a great way to bring many members of your club together – and have some fun! In addition, they're a wonderful opportunity to invite non-Lion members of your community to learn more about the great work of Lions and join your club in supporting LCIF.

MAKING A GIFT FROM THE CLUB TREASURY

Our club sets aside funds every year for charity. Can treasury gifts be dedicated to LCIF?

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!



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.

<p>BE CREATIVE</p> <p>Our campaign is a great opportunity to try something new! Ask your fellow Lions for their ideas or find great tips at the LCIF blog: lionsclubs.org/blog.</p>	<p>CONNECT TO A CAUSE</p> <p>Incorporate the global cause your community most connects with at the event, perhaps as a theme or special presentation. This is an excellent way to showcase the work of LCIF in your community.</p>	<p>PROVIDE MATERIALS</p> <p>Offer brochures, pocket guides, pledge forms, and other materials for attendees to take home with them.</p>	<p>INVITE OTHERS</p> <p>Ask other club members to help you plan and promote the event - Lions love to serve, and this is a good way for members to become more closely involved.</p>
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HERE ARE A FEW TIPS TO HELP YOU ENGAGE LOCAL BUSINESSES AND OTHER NON-LIONS:

<p>RETURNING DONORS</p> <p>Start here! These organizations and individuals are most likely to support your efforts again.</p>	<p>LINK TO THE GLOBAL CAUSES</p> <p>Look for businesses or industries that have supported similar causes in the past or that aligns with our global causes.</p>
<p>DEMONSTRATE IMPACT</p> <p>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.</p>	<p>MATCHING DONATIONS</p> <p>Many businesses will match their employees' donations to charitable organizations - ask donors to complete a matching donation form from their employer.</p>

Checklist: What You Can Do

- ✓ Make your own donation or pledge to LCIF. 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 LCIF. Start with club members who could consider a PMJF, then a MJF. Meet with those members in person.
- ✓ Brainstorm ideas for a fundraising event, or think about expanding an event that already supports LCIF.
- ✓ Meet with your club officers to discuss the possibility of a club



Recognition

Generous giving deserves generous recognition. All donations to LCIF count towards ongoing recognition programs. Familiarize yourself with the various forms of recognition available to both clubs and individuals so that you can speak to these when presenting on LCIF.

Lions Share



MJF/PMJF



Club Giving



Lions Share – Lions Share is an annual program that recognizes individual donors for three levels of support: US\$50, US\$100 and US\$200. Lions Share donations are MJF-eligible and used to support LCIF humanitarian grant programs.

Clubs are awarded a 100% Member Support banner patch and chevron when every member makes a minimum contribution of US\$100. For each subsequent year of 100% member support, clubs receive a chevron.

Melvin Jones Fellowship – The Melvin Jones Fellowship (MJF) is the backbone of our foundation. Presented to those who donate US\$1,000 to LCIF or to individuals for whom a donation was made by others, it's a tremendous contribution to humanity and to the legacy of our founder, Melvin Jones. The Progressive Melvin Jones Fellowship (PMJF) program is a way for donors to extend their commitment to LCIF. There are 54 recognition levels beyond the initial US\$1,000 MJF contribution with a unique pin for each giving level.

Clubs will receive a 100% Melvin Jones Fellowship award banner when all current club members are Melvin Jones Fellows. As clubs achieve 100 percent+ PMJF status, new recognition banners will be awarded. Additionally, the LCIF Chairperson awards the club a Certificate of Distinction at the international convention.

Club Giving - Clubs earn banner patches as they achieve new levels of a per-member average. This recognition is given out annually. This gives clubs the opportunity to set goals for achieving new PMA levels each year.

Checklist: What You Can Do

- ✓ Connect with your cause – select the cause that most inspires you to support and serve (refer to page 10 to learn more about the cause areas)
- ✓ Set a goal – determine what level of support and recognition you want your club to achieve.
- ✓ Donate – make your own donation so that you can ask others to join you in giving to Campaign 100
- ✓ Tell the story – share your story of impact and inspiration with your club
- ✓ Take action – invite your club to fundraise and donate to achieve impact and recognition

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

Take Advantage of Abundant and Helpful Resources

The following section is provided as a resource guide to direct you to additional tools that will be helpful in your work as club LCIF coordinator.

Marketing Portal

The Marketing Portal is the location of all LCIF marketing assets available including:

- Recent Announcements
- LCIF Updates
- Grant Applications and Reports
- Ordering Materials
- Marketing Portfolios

To receive access to the Marketing Hub please email lcifdevelopment@lionsclubs.org.

Printed Materials

If you would like to order a bulk number of printed items for a fundraising event or to share with your club members for a presentation, contact your district coordinator. Connect with your district LCIF coordinator for more information, and to ask what's been most effective in your district.

Take Advantage of Abundant and Helpful Resources

Clubs have found innovative ways to serve by doing and giving, including moving meeting and conversations online. This can also be a great option for hosting fundraisers. For clubs that are searching for some useful online tools that can help you hold your meetings or fundraisers virtually, we recommend that you check out some of these virtual meeting platforms listed below or contact your LCIF district coordinator for further guidance.

- Zoom
- ezTalks
- Skype
- Google Hangouts
- GoToMeeting
- Join.Me
- Microsoft Teams

LCI wrote *a blog post about these platforms* and *a blog post with tips for hosting successful meetings virtually*.

Finally, LCIF and LCI have hosted and continue to host webinar trainings to support Lions in the midst of the pandemic. Please visit the *Virtual Events Center* to sign up for upcoming webinars and view past offerings.

Who can support me?

Work with Your District Coordinator

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 are some suggestions for beginning your work:

- Schedule a regular time to speak with your district LCIF coordinator
- Work with your district coordinator to set your club's campaign fundraising goal
- 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

There's a role in Campaign 100 for every member of your club! Leading your club's efforts is indeed a big responsibility. Consider asking other members of your club to join you and share ownership of your club's plan for supporting the campaign. The more engaged your fellow Lions are in leading these efforts the more successful your club will be.

The chart below offers some ideas for how you can share responsibility with other club members to work towards your club's campaign goal.

Club LCIF Committee	Roles and Responsibilities
LCIF Club Chair(s)	Assumes overall responsibility for the direction of club fundraising efforts. Most likely this will be you, the club LCIF coordinator.
LCIF Secretary or Treasurer	Supports the club LCIF coordinator in submitting donations and pledges. Helps track overall progress of the campaign.
Member Fundraising Lead	Assumes primary responsibility for individual member donations, including automated donations where available. Supports the club LCIF coordinator in making personal requests of members.
Non-Member Fundraising Lead	Assumes primary responsibility for promoting and securing donations from non-members and local businesses, including matching donations from member employers.
Fundraising Events Lead	Assumes primary responsibility for the planning and execution of fundraising events dedicated to Campaign 100. This can be for both in-person or virtual events.