

A Storytelling Guide

Communicating Your LCIF Story

The power of story and the power of invitation are two tools that Lions have mastered. They are the tools that will lead to our success in reaching our goals to expand Lion service through LCIF.

This activity is designed to help you develop a story that communicates the impact of Lions service and inspires others to join you in supporting LCIF. We are going to focus on the stories that pulled you into your service as a Lion, your reason for joining, your reason for supporting our global foundation, and your invitation for others to join you in empowering Lions service with a gift to LCIF.

Part I – Why did I become a Lion?

Prompt: Why did I become a Lion? How has LCIF impacted my community?

My introduction (name, etc.):

Why I became a Lion:

The role LCIF plays in your Lion story (How has LCIF enhanced your life as a Lion):

Part II – Why is our foundation important?

Prompt: Through the foundation, what cause area can be an area of focus in your community? How will grand funds from LCIF impact your community?

_____ cause area is particularly meaningful to our club and me because:

Grant funds from LCIF can/will:

Part III – Why Do You Support LCIF?

Prompt: What cause area inspires you most to give?

I choose to support LCIF because:

By supporting our foundation, I believe our service as Lions will be enhanced because:

Part IV – Call to Action and Closing

Prompt: Invite Lions to join you in expanding Lions service in your community by giving with a gift to LCIF.

As a reminder, our first steps in supporting our foundation are:

Next Steps

Now that you have developed your own story about why you support LCIF, share this with Lions and non-Lions. Invite them to join you in supporting our foundation because together we can change the world. Consider where you will share your story. How can you include your story in both formal and informal settings? How will your message change in different settings and with different audiences?

Thank you for your leadership!

**TOGETHER,
LET'S CHANGE THE
WORLD!**

Addressing Concerns

As a coordinator, you may encounter reactions and concerns about LCIF that present barriers to success. Being prepared with the right responses to potential objections will both solidify your role as an expert on the foundation and provide valuable information to potential donors.

Sample objections and responses are provided below:

Concern: I don't want to donate if my donation doesn't count toward my MJF.

Response: All donations to LCIF are MJF eligible!

Concern: How does LCIF support my local community?

Response: LCIF grants come back to our communities to enable us to do what we cannot do on our own. And our foundation supports the very things we care about in our local communities. Let's look at how much in grants have been awarded in our district recently, and compare that to our total funds contributed. Finally, clubs may be eligible for District and Club Community Impact Grants. This program allows clubs who donate a minimum amount in unrestricted funds to LCIF to apply for a grant to support a project the club wishes to carry out.

Concern: How do I know that the money I donate is used wisely?

Response: There are two points I wish to make on this. First, all requests for funding go through a rigorous review process. Grants are only approved after an internal review by LCIF staff with a final review and approval by the LCIF Board of Trustees Program Committee. Activities and expenses are monitored by LCIF staff over the span of the project and final reports are required at the project's conclusion. **The second point is that 100% of funds that are contributed to LCIF are used for programs.** None of LCIF's administrative costs are covered by donated funds.

Concern: I already pay annual dues to the association. Why are you asking me to give more?

Response: LCIF is not supported by membership dues, but by the generosity of Lions and clubs in the communities our Lions serve.

Concern: LCIF's Empowering Service Fund is too broad. I want to make an impact and focus on a single cause, like we did with SightFirst.

Response: While the Empowering Service Fund supports a number of causes, our projects are community-specific. Our goal is to serve communities, our approach to service needs to be flexible enough to address the diversity of needs our Lions have around the world. I can tell you more about the cause area that you're most interested in and how LCIF will make a greater impact.

Concern: We prefer to donate to our local foundation.

Response: Supporting your local foundation is great, and I do that as well. I am not asking that you stop supporting your local foundation but to also consider supporting LCIF as well. Here is why I support LCIF in addition to my local foundation. I like to think that I can make a difference and have an impact. Through LCIF, the impact of my gift is greatly extended because it is combined with gifts from others and enables us to do more than we can do alone.

Host your own LCIF Facebook fundraiser and encourage club members to do the same!

Hosting a Facebook fundraiser is a great way to celebrate a birthday (or anything!), honor a family member, commemorate *Lions Founder Melvin Jones* and increase donations to LCIF! By inviting Facebook friends to support your fundraiser, you'll raise awareness of the difference Lions and LCIF make while raising money to support Lions' ongoing efforts to positively impact our world in need one community at a time.

To get started, log in to your own Facebook account and then search for LCIF's Facebook page by searching for LCIF Lions or Lions Clubs International Foundation. Once there, click **Fundraisers** on the left menu.

Then, click **+Raise Money**.

- **Step 1: Complete the basics**

After clicking on Fundraisers, a form with four fields appears. Complete all four. When asked **Who are you raising money for?** search for and select **Lions Clubs International Foundation** (if the field isn't already populated for you). Complete (or adjust pre-populated content in) the remaining three fields. Then click **Next**.

- **Step 2: Tell your story**

Fill in the title of your Facebook fundraiser, and tell why you're raising money. Good news...this information may be filled in already, but you can change it to be more personal if you like. Then click **Next**.

- **Step 3: Choose a photo**

Use the scroll bar on the right side of the box that appears to find suggested photos, and click on one you like. Hit **Create**, and your LCIF Facebook fundraiser will be visible to your Facebook network!

Tips to make your Facebook fundraiser a success

1. Encourage Facebook friends to share your fundraiser on their Facebook pages. The more who know about it, the more the story of why you support LCIF will be shared!
2. Offer to match donations, and see if your employer has a matching program.
3. "Like" and comment as donations come in.
4. Thank your supporters when they donate and once again at the end of your fundraiser.
5. *Share your fundraising and other LCIF impact stories.*

If you would like more detailed instructions on how to set up your Facebook Fundraiser, visit lionsclubs.org/en/blog/Host-Your-Own-LCIF-Facebook-Fundraiser.

District and Club Community Impact Grant (DCG) Program

Frequently Asked Questions

Check out this video for more information about the program!

What is the District and Club Community Impact Grant (DCG) Program? The DCG program is an opportunity for clubs and districts to utilize some of the funding they donate to Lions Clubs International Foundation (LCIF). For clubs and districts that qualify, they are eligible to apply for a grant equal to 15% of their total contributions (excluding disaster donations) in that year.

What type of projects qualify for fund usage? DCG funds can be used to support specific humanitarian activities and highlight Lions in communities they serve. Grant funds are not eligible to pay membership dues or establish a reserve fund. The District and Club Community Impact Grant program is a new program, and though possible scenarios have been anticipated, LCIF may update criteria as additional scenarios are proposed.

How can my district or club qualify for this program? Clubs qualify by donating a minimum of US\$5,000 to LCIF within one fiscal year. The eligible club funds are 15% of the donations attributed to club members or the club itself. Districts qualify by donating a minimum of US\$10,000 to LCIF within one fiscal year. The eligible district funds are 15% of the donations attributed to the district itself, plus the donations from its clubs that do not reach a US\$5,000 minimum, plus any funds the eligible clubs transfer to the district. Eligible donation amounts are for donations made directly to LCIF's Empowering Service fund, only; this does not include donations to the club itself or district itself, restricted LCIF donations, or donations designated to LCIF's Disaster Relief fund. The funds can be applied for once the fiscal year ends. Funds become available upon approval of the project. My district or club was notified that it qualified for the DCG program.

How do I access the DCG funds? When a district or club qualifies for DCG funds, it can apply at any time. Applications should be submitted to LCIF at a minimum of 90 days prior to the project commencement to allow for adequate processing time. You can apply for the DCG funds by sending a completed grant application to LCIFdistrictandclub@lionsclubs.org. Applications submitted by districts must be signed by the current district governor and be certified via resolution by the current district cabinet. Club applications shall be signed by the current club president and certified via resolution by the current club board. The application is located on the LCIF website: On the main menu bar, hover over "Start Your Service" and then click on "Grant Types."

How do I check the balance of my district or club's DCG funds? Any questions regarding donations or a district or club's balance of available funds should be directed to Donor Services at donorassistance@lionsclubs.org

If a club has not donated at least US\$5,000 within one fiscal year, could it be combined with the next fiscal year's donation amount? No, a club must donate at least US\$5,000 within one fiscal year to count toward their eligible balance.



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