

CAMPAIGN | 100



Model Club Manual

Leading Your Club to Success



Welcome!

Dear Club Leader,

Thank you for considering accepting the challenge to become a Model Club! We're excited that you want to learn more about how your club can challenge itself and maximize your potential support of LCIF.

Our world faces many challenges. Millions go hungry. Families grapple with childhood cancer. Natural disasters destroy communities. Preventable illnesses cause blindness. The statistics may be daunting. But Lions do not turn away. Lions respond, "We Serve."

Lions Clubs International Foundation (LCIF) makes this service possible. Thanks to the generosity of Lions, our friends, and our partners, LCIF supports the efforts of Lions clubs and partners in serving communities locally and globally, giving hope and impacting lives through humanitarian service projects and grants.

Through *Campaign 100: LCIF Empowering Service*, LCIF will increase impact in our current areas of vision, youth development, disaster relief, and humanitarian work; fight the global diabetes crisis; and expand our areas of focus to include the environment, hunger, and childhood cancer. This will allow Lions to complete even more service year after year for generations to come.

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 year. With your leadership, we will ask all Lions to consider a gift of US\$100 per year. This gift – just US\$2 a week – will greatly impact Lions' ability to achieve our mission and create positive change across the globe.

We are well on our way to achieving our goal of US\$300 million, but we need your support. Model Clubs lead the way for other clubs towards achieving and exceeding this ambitious and important goal together. Your club's commitment and leadership will show all clubs what can be accomplished. Your success will inspire others to heed the call and join us in empowering Lion service.

I recognize that the Model Club program may not be for every club, but I ask you consider the journey, make the commitment, and give it your best effort! Simply making progress toward the goal will benefit LCIF, Campaign 100, and Lions service in the most profound of ways.

Thank you again for considering this important challenge. We hope this manual will be useful to you as you make your decision, begin your efforts, and determine how your club can best participate!

Sincerely,



Past International President Dr. Jitsuhiro Yamada
Campaign International Chairperson



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

Model Club Summary – Be in the Know!

Model Clubs are clubs that set a goal to achieve a minimum per-member average total of US\$750 over the course of the campaign. Model Clubs set an example for other clubs and commit to doing everything they can to achieve success.

Become a Model Club:

- Ask your club leaders the following questions:
 - Are we ready to attempt a variety of fundraising strategies?
 - Can we set a goal at a minimum per-member average US\$750 per member by June 30, 2022?
 - Are we excited to promote the causes of LCIF and LCIF's mission to empower service in our local communities and around the world?
- Set your campaign goal:
 - Based on using different fundraising strategies and recognition opportunities, calculate your fundraising goal and consider if your club can raise even more
- Vote to become a Model Club, fill out the Model Club commitment form, and return the form to LCIF

Assemble Your Leaders:

- Consider inviting other club members to join you in leading your Model Club campaign
- Form a committee of members who will oversee your campaign, lead fundraising, and help ensure donations reach LCIF

Make Your Plan:

- Start with individual member giving first – the easiest way to raise funds is to ask a Lion, and many don't give simply because they aren't asked!
- Plan a fundraising event to include your community in the fun and fundraising
- Ask local businesses for their support, including those who have donated to your club in the past
- Partner with other clubs in your district to raise funds and awareness
- Close with a service event and a celebration

Report Your Progress:

- Keep in close contact with your district LCIF coordinator
- Report activity through MyLCI when requested

Access Support:

- Use your district LCIF coordinator as a resource for ideas and encouragement
- Review and access resources available on the Campaign 100 website
- Look out for emails with tips from LCIF

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 Lion 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 a difference in our local communities. **LCIF allows us to extend and magnify that impact on a 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 join; 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.** Together, we will make our vision for the future a reality.

Why should my club become involved?

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

The Role of Model Clubs

What is a Model Club?

Model Clubs are clubs who dedicate themselves towards achieving a minimum goal of raising an average of US\$750 per member by June 30, 2022. Funds raised from all sources count towards the club's goal! These clubs receive special support and extensive recognition for their efforts.

Why do Model Clubs matter?

Model Clubs are leaders. They set an example by demonstrating their exceptional commitment to the Lion community by supporting LCIF and empowering service. They inspire other clubs through their dedication and help Campaign 100 build momentum.

Model Clubs:

Commit to doing everything they can to achieve success

Raise funds through a variety of strategies, including individual member giving

Meet and exceed their minimum per-member average goal

Demonstrate to other clubs what is possible

How can Model Clubs be successful?

There are several key principles that will lead Model Clubs to success:

- ✓ Emphasize **individual member giving**
- ✓ Assemble a small group of **prominent, energetic, committed club leaders**
- ✓ **Ask individual members to make their best donation**, and repeat that donation at least once a year, every year
- ✓ Lead fundraising efforts within their **greater community**
- ✓ Commit to an overall **increase in participation**
- ✓ **All leaders should make their donations first**, before inviting other club members to give
- ✓ **Utilize all resources** available to Model Clubs

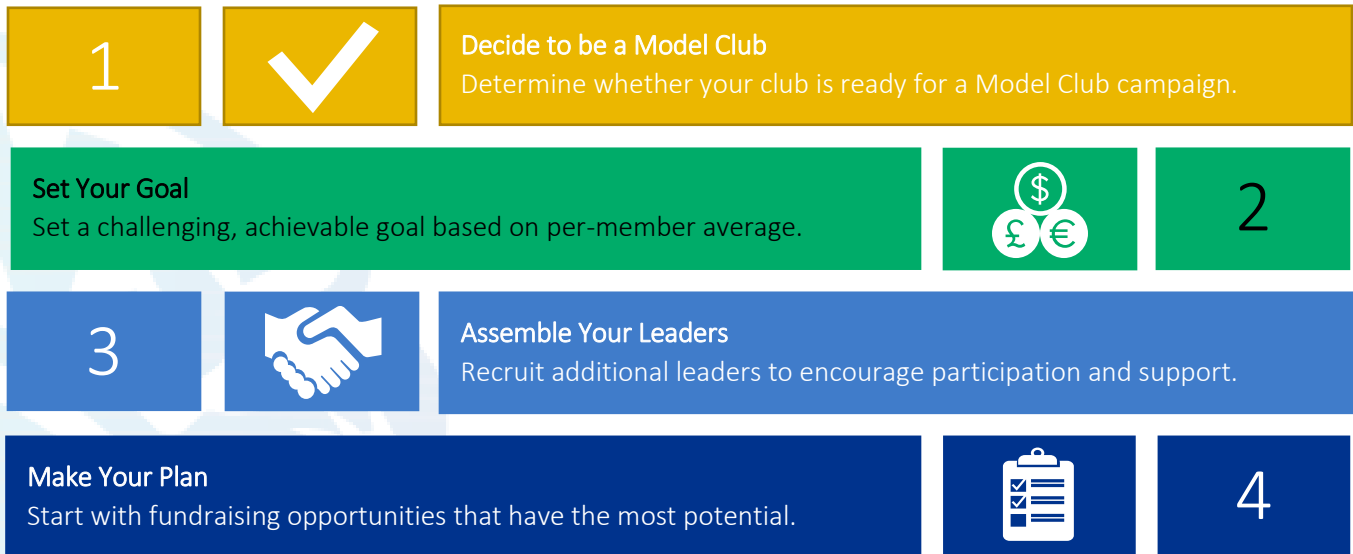
Why should we be a Model Club?

Becoming a Model Club is an important way to:

- 1) Provide **exceptional support for LCIF** and empower service in your community and around the world
- 2) Be an **example of success** to other clubs
- 3) Receive **outstanding recognition** at the international convention, in your local area, and in printed and digital media worldwide
- 4) Bring your club **together around a common goal** and demonstrate what is possible

Getting Started

To run a successful Model Club campaign, it is important that you work through four steps. We recommend involving the club LCIF coordinator, club president, and club vice president during each step of the process. This will ensure that your top leaders agree with and support the plan.



The rest of this guide will give you practical, easy ways to ensure you can meet your club's fundraising goal and fulfill your Model Club commitment.



Step One: Deciding to be a Model Club

I think this could be a great opportunity for my club. How will we know if we are ready to become a Model Club?

As you determine whether or not your club is ready for a Model Club campaign, consider the following questions:

1. Are we ready to **attempt a variety of fundraising strategies**, including inviting individual members to make a donation; promoting automated monthly giving where possible; dedicating a fundraising event to the campaign; and making a gift from our club treasury?
2. Can we **set a goal to achieve a minimum average of US\$750 per member by June 30, 2022 – the equivalent of US\$250 per year or as little as US\$21 per month?**
3. Are we **excited to promote the causes of LCIF and LCIF's mission** to empower service in our local communities and around the world?

If you have answered YES to these questions, then your club is ready to accept the challenge and become a Model Club!



Step Two: Set Your Goal

How will we set our goal?

Model Clubs set their goals at a challenging, yet achievable level based on a per-member average. **The minimum per-member average for a club to be considered a Model Club is US\$750 by June 30, 2022 (or as little as US\$21 per member, per month).** This includes member donations, proceeds from fundraising events, gifts from the club treasury, and donations from non-members – **all fundraising that is directed towards LCIF from July 1, 2017 to June 30, 2022.**

We encourage Model Clubs to consider a variety of opportunities for fundraising in setting their goal. Some parts of the world will prefer certain fundraising strategies over others. Please utilize the strategies that will be most effective in your club.

Use the following Goal-Setting Guide to help determine your goal:

Minimum Goal: _____ x US\$750 = _____
Number of members *Minimum Model Club goal*

Now let's look at your club's goal and potential fundraising activities following the example below. Simply estimate the potential of each fundraising activity listed and see how easy it is to reach your Model Club goal:

CALCULATING YOUR MODEL CLUB GOAL: US\$750 Minimum				
	SAMPLE CLUB GOAL: US\$750 x 30 members = US\$22,500		YOUR CLUB GOAL: US\$750 x _____ = US\$ _____	
<i>Type of Donation</i>	<i># of Donations x Avg. Donation</i>	<i>Estimated Total</i>	<i># of Donations x Avg. Donation</i>	<i>Estimated Total</i>
Individual Member Contributions	18 @ \$750	\$13,500	___ @ \$ _____	\$ _____
Proceeds from Fundraising Events	3 events @ \$1,500	\$4,500	___ @ \$ _____	\$ _____
Club Treasury Gifts	1 @ \$500	\$500	___ @ \$ _____	\$ _____
Local Business Contributions	4 @ \$500	\$2,000	___ @ \$ _____	\$ _____
Non-Lion Individual Donation	10 @ \$100	\$1,000	___ @ \$ _____	\$ _____
Total Raised in FY17-18	N/A	\$1,000	N/A	\$ _____
Other*				\$ _____
Other*				\$ _____
Campaign 100 Total Raised	US\$22,500		US\$ _____	

**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!*

To recognize and thank our Model Clubs for leading the way, **special recognition** is offered, in three stages:



MODEL CLUB RECOGNITION	
Per-Member Average (PMA) or Total Funds Raised Level	Recognition
Model Club (PMA of US\$750)	<ul style="list-style-type: none"> • Written recognition (newsletter, website, etc.) • Public recognition (scrolling screen at International Convention, etc.) • Certificate and banner patch
200% Model Club (PMA of US\$1,500)	
300% Model Club (PMA of US\$2,250)	
400% Model Club (PMA of \$3,000)	<ul style="list-style-type: none"> • Written recognition (newsletter, website, etc.) • Public recognition (scrolling screen at International Convention, etc.) • Certificate, banner patch, and banner topper
500% Model Club (PMA of US\$3,750)	
600% Model Club (PMA of US\$4,500)	
PMA of US\$5,000+ <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"> • Premiere Model Club • Written and public recognition, more expansive than lower levels • Certificate; Banner patch + Banner topper

Can anything be done to reach the next level? If so, what?

Write down your goal here: \$ _____

Share this goal with other leaders for approval and voting by your club at your next meeting.

How can we demonstrate to our members that our goal is achievable?

At first, some members may see the goal as very high, or even daunting. Breaking the goal down into smaller components will help members see the goal as achievable. For example:








- **The minimum per-member average is the total average over the course of the campaign** – not in a single year.
- **The per-member average includes funds raised since July 1, 2017** – so your club is likely already on its way!
- A per-member average of US\$750 over the life of the campaign is the equivalent of a commitment of **about US\$21 per month – or about US\$5 per week** – for three years, ending June 30, 2022.
- If your club can commit **funds from events or from the club treasury**, the individual member contribution required could decrease even further

Help your members think of their giving in terms of a common purchase, which will depend on the area or region:

Over time, making small sacrifices each week, such as giving the equivalent of a cup of coffee or tea, can provide LCIF with important support. How many members could give up one coffee or tea each week?

How else can we encourage their participation?

All individual donations are eligible for Melvin Jones Fellowship and Progressive Melvin Jones Fellowship credits. In addition, donations and pledges made during Campaign 100 are eligible for limited-time campaign recognition, seen on the next page.

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>CAMPAIGN 100 DONOR PIN</p>	Lion of Empowerment Pin attachment PLUS Certificate and Plaque with public presentation 
US\$3,000 – US\$14,999		Lion of Commitment Pin Attachment PLUS Certificate and Plaque with public presentation 
US\$1,500 – US\$2,999		Lion of Dedication Pin attachment PLUS Certificate 
US\$900 – US\$1,499		Lion of Action Pin attachment 
US\$600 – US\$899		Lion of Kindness Pin attachment 
US\$300 – US\$599		Lion of Service Pin attachment 
All Other Donors		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+. 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><i>Item A in development</i></u>	<u>MAKE A PLEDGE:</u> 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><i>Item B in development</i></u>	<u>GIVE MONTHLY:</u> Choose the Automated Monthly giving option and also receive Item B Automatic monthly giving is available in some countries and can be made with a credit card or automatic bank draft. Sign up at www.LCIF.org/Donate or complete a pledge form. Total amounts indicated on pledge forms will be divided into 12 equal payments and charged monthly.



Step Three: Assemble Your Leaders

Is the club LCIF coordinator the only member responsible for the campaign? Can we invite other club leaders to take part?

Additional club leadership will encourage participation and support from as many members as possible. You will need a team of capable, committed, and enthusiastic club leaders who will share responsibility for the success of Campaign 100 in your club.

One way to organize leadership is to form a Campaign 100 Model Club Committee. The members of this committee will oversee the various strategies and activity necessary to achieve your Model Club goal. The size of this committee can vary depending on club size. Committee roles may be as follows:

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

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 Model Club efforts, for a period of two to four months

You may customize these roles and adjust the number of leaders depending on the needs of your own club.



Step Four: Make Your Plan

What are the most successful fundraising opportunities and how can we use them to maximize our potential?

You want to create momentum and build confidence in the effort as quickly as possible, so start with the fundraising opportunities that have the most potential and plan from there. You can find some recommendations below, but remember: while clubs should attempt all fundraising strategies, local customs and the size of the club should dictate which receive the most attention.

We recommend including the following five elements in your campaign plan:

1. Individual member giving
2. Fundraising events
3. Club treasury gifts
4. Support from local businesses and community members
5. A celebration of service

START WITH INDIVIDUAL MEMBER GIVING FIRST: requesting support from your members is the easiest and quickest way to raise funds in a short period of time. 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

Make it easy!

Encourage automated giving (where available) and giving at lcif.org/donate or via the MyLion app

3

Make it manageable!
Ask Lions to make a weekly or monthly commitment - a US\$100 donation is only US\$8.33 each month

2

4

Make it personal!
Meet with members individually or in small groups to request their participation

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

5

INCLUDE FUNDRAISING EVENTS IN YOUR PLAN: events are a fun way to involve all of your members in raising funds, and a good way to promote Lions and Campaign 100 to your wider community. 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:



Crowd-funding, or hosting an online fundraiser, may be a great option for your club. Many crowd-funding websites offer helpful guides to get you started. Check one out and see if this might be a good option for your club!

INVITE SUPPORT FROM LOCAL BUSINESSES: many businesses in your area seek to support great organizations like your Lions club and LCIF! 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 connect to local businesses and your greater community:



CLOSE YOUR EFFORTS WITH A CELEBRATION OF SERVICE: Campaign 100 seeks to empower Lion service, and celebrating service will connect your fundraising with its ultimate impact:

1. When your club has achieved your goal, **plan a service event** tied to one or more of the Global Causes. This will help to promote the Global Causes, even once your active fundraising has concluded.
2. Use the opportunity to **thank your members** and any local non-Lion donors for their support. Especially for non-Lions, this is a good way to show them the impact of their contributions.
3. Notify your district LCIF coordinator and other Lion leaders of your success. Your leaders will want to celebrate with you and **promote your success** to other leaders and regions – please keep them aware of your club’s efforts.

Report Your Progress

How should I work with our district LCIF coordinator? When should I be in touch with them?

Please keep in regular contact with your district LCIF coordinator – an email or phone call once a week or every other week will help ensure that your campaign keeps up good progress and will allow your coordinator to offer you any additional support as needed.

In addition, you may be asked to submit your progress via MyLCI. Be prepared to share statistics such as:

- 1 Number and amount of member donations
- 2 Number and amount of non-member donations, including contributions from individuals and businesses
- 3 Number and dates of upcoming fundraising events
- 4 Current per-member average

You can also request reports on your club’s activity and fundraising history. Please contact your district coordinator for more information.

Where should we send campaign donations and pledges?

All donations and pledges should be submitted directly to LCIF. Please encourage donors to do so in order to increase efficiency of processing, acknowledgement, and recognition.

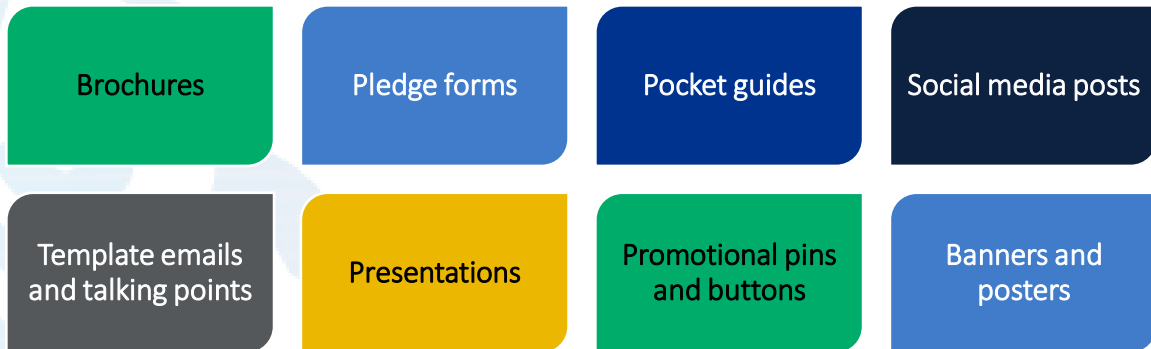
Donors may make their donations and pledges online – this is a quick and easy way for LCIF to secure and process donations, and is the option donors must choose if they wish to make their donation via credit card or automatic bank withdrawal.

Access Support

What if I need additional guidance? What kind of support can we receive as we work towards our goals?

Your club LCIF coordinator and district LCIF coordinator should be in regular contact with your Model Club over the course of Campaign 100. In addition, you can expect to receive frequent communications and tips from LCIF.

You will also have access to and can request a variety of materials, including:



ARE YOU READY?

I think this will be a great way for our club to support LCIF!

Excellent! Here are your next steps:

- ❑ **Schedule your Model Club vote** for your next club meeting
- ❑ **Notify your district LCIF coordinator** that your club intends to participate
- ❑ After the vote takes place, **complete, sign, and submit the Model Club commitment form**
- ❑ **Begin recruiting** your leaders
- ❑ **Begin requesting** member support
- ❑ **Design your Model Club achievement plan**

If you have further questions or would like more information, contact your district LCIF coordinator or email Campaign100@lionsclubs.org

Thank you for accepting this challenge! Let's change the world together!



Lions Clubs International
FOUNDATION

300 W. 22nd St.
Oak Brook, IL 60523
(630) 571-5466
Campaign100@lionsclubs.org