



Lions Clubs International
FOUNDATION



CLUB LCIF COORDINATOR MANUAL

LEADING YOUR CLUB TO SUCCESS

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Our Shared Impact



Minnesota, USA

The Minnesota Lions Children's Hearing and ENT Clinic is a leader in diagnosing and treating children with ear, nose, and throat disorders. Since opening a decade ago, the clinic expanded to serve a five-state area in the United States and has seen audiology exam demand rise 20 percent. With an LCIF Matching Grant, Lions purchased an additional sound booth and accompanying audiology equipment, expanding the clinic's capacity to serve an additional 1,000 patients annually, reducing wait times and alleviating stress for parents and children waiting for appointments.

Saskatchewan, Canada

The Lake Lenor School Breakfast program provides a nutritious school breakfast to students every Tuesday and Thursday. When government support could no longer fund the program, the Lake Lenor Lions utilized an LCIF District and Club Community Impact Grant (DCG) to ensure that students could still eat a healthy breakfast before tackling the school day. The DCG funded the school breakfast program for a full year.



Puerto Rico

In March 2022, Puerto Rico was hit by heavy rains that caused floods and damaged homes and belongings of many of its inhabitants. The Lions of District 51 C reached out to LCIF for help and received an Emergency Grant that enabled them to respond to the urgent needs of the people in the region. With grant funds, the Lions purchased, packed and distributed food items that could keep those affected, especially the elderly, ill and bedridden nourished while the recovery process took place.

Ontario, Canada

McMaster Children's Hospital (MCH) is one of Canada's leading pediatric health care facilities and is the regional referral center for children in south-central Ontario. At any given time, an average of 800 children are actively receiving treatment on an outpatient basis. While the outpatient clinic already had a play area for younger patients, there were no similar accommodations for older, teenage patients that could provide distraction and coping opportunities during treatment. With an LCIF Matching Grant, Lions helped create a "Teen Zone" at the clinic, giving the older youth patients a separate area to undergo or recover from cancer treatment.



Our Shared Impact

What's possible when LCIF and your club work together?

LCIF and Lions Distribute Rice to Residents Out of Work During the COVID-19 Lockdown



In Bangladesh, many people work to afford to feed their family the same day. When the coronavirus (COVID-19) shut down the country, everything was closed except for emergency services. So many people who were suddenly out of work, could no longer afford to eat or bring food home. To help provide some relief to residents in Narayanganj and Dhaka, LCIF awarded local Lions a US\$8,000 grant. Lions purchased rice, a pantry staple, to distribute to people in need. Lions were able to give rice to 900 families in the area; each family received 44 pounds. While the rice may seem like a small contribution in such a dire situation, LCIF and Lions were able to make a big difference in the lives of approximately 3,600 people.

LCIF and Lions are Addressing Diabetes Education in Honduras



Worldwide, more than 460 million people have diabetes and around 50 percent of them are undiagnosed, particularly in developing countries. In Honduras, Lions in District D-6 wanted to help citizens understand the symptoms of diabetes and how to be diagnosed. With a US\$2,142 District and Club Community Impact grant from LCIF, six Lions clubs worked together to construct seven bus stop benches along with permanent diabetes information signage. These benches were constructed

within five different cities and are bright, eye-catching displays. Lions expect more than 21,000 people to view the benches initially, and are hopeful the benches will benefit more lives as viewers spread the information to family and friends.

LCIF and Lions Provide Smiles to Children and Relief to Parents



At El Paso Children's Hospital in Texas, USA, staff notice the emotions parents feel as their children go through chemotherapy. Understandably, it can be overwhelming as they try to brighten their child's day with a change of scenery, but have to maneuver the medicine pole attached to them. Local Lions at El Paso Five Points Lions Club, who are familiar with the hospital, wanted to make things easier on parents and allow the kids to enjoy more freedom. With a US\$750 District and Club Community Impact grant from LCIF, the Lions purchased a Brady Buggy wagon to donate to the hospital. The bright yellow wagon, painted to look like a lion, can secure medicine poles to the back of them, so they can easily trail along behind the child. Parents can now simply pull the wagon as they take their child out of their room and off to have a bit of fun. "We are truly grateful for this donation," says a letter from the Child Life Department at El Paso Children's Hospital. "It has truly made an impact on so many families and brought smiles to dozens of kids' faces."

The stories of Lions service in Bangladesh, Honduras, and in Texas, USA were made possible by District and Club Community Impact Grants. This uniquely designed program enables clubs and districts to receive grants of up to 15% of their unrestricted donations to LCIF in a given Lion year. A valuable way to address community needs, the funding helps Lions do even more in their communities.

Visit lionsclubs.org/grants to learn more.

Your Role

LCIF is your foundation, our foundation. As club LCIF coordinator, you will work together with your district coordinator to connect your club to the many ways LCIF helps Lions serve and present your club with a variety of ways to participate.

Your role consists of four primary tasks, united around one common goal – engaging your club in fundraising events and activities to support increasing Lions service impact through LCIF.

Educate

- Familiarize yourself with the work of LCIF grants and programs.
- Consider how your community has been impacted and why your club would be motivated to support.

Connect and Communicate

- Consider your own reasons for supporting LCIF and share that story with others.
- Help members of your club understand the impact of LCIF in your community. Identify a cause area that your club feels strongly about supporting.

Set a Goal

- Learn about the many ways you and your club can support LCIF. With guidance from your district coordinator, set a fundraising goal for your club and make a plan for how to achieve this goal.
- Present to your club members about the importance of LCIF and building on the success of Campaign 100. Share your reasons for supporting LCIF and the importance for your club to connect to a cause and support.

Raise Funds

- Put your plan into action and start raising money. An important first step is to make your own donation and go forward asking others to join you in supporting LCIF.
- Provide ways in which Lions can contribute financially to the foundation: through a donation or pledge, through fundraising events, both in-person and virtual, or asking non-Lions for a contribution.

District LCIF Coordinator

Along with this guide, you have the support and guidance of your district LCIF coordinator and staff at LCIF. Through the year contact your district coordinator to provide updates and attend meetings when requested. Include your district coordinator in your club's plan by inviting them to visit the club and engage them when you are setting your club's campaign fundraising goal.

1

EDUCATE

I believe in the foundation and support the work of our foundation. I want others to as well, but I don't know everything. What are some of the key facts to share with people who ask about our foundation?

Lions Clubs International Foundation (LCIF) is the 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 commitment and dedication of thousands of Lions, LCIF granted more than US\$1.2 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 is the world's largest and most effective service organization, and Lions themselves are respected worldwide as the leaders in service. We serve with our clubs and make differences in each of our local communities. LCIF extends and magnifies that impact on a local and global scale and helps clubs and districts take on larger projects than they can do alone.

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 every Lion!

Why should Lions support LCIF?

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 LCIF, the foundation provides Lions the resources needed 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 LCIF grants and programs, we are improving health and well-being, strengthening communities, and supporting those in need. In short, by donating to LCIF, your club can help change the world.

Does LCIF support local clubs through grants?

Yes! LCIF has been supporting Lions service for over 50 years. Since 1968, LCIF has awarded more than 18,000 grants, totaling more than US\$1.2 billion. LCIF has been supporting local communities through grants to districts and multiple districts. In 2018, LCIF launched an opportunity for Lions to support humanitarian activities in their communities through the District & Club Community Impact Grant program (DCG).

The program is available to both district and clubs. Under the program, 15% of unrestricted donations will be set aside for DCGs. Districts and clubs are required to meet a minimum donation level to enable 15% of their donation to be counted towards their available funds to be accessed through the DCG program. For districts, the minimum donation amount is US\$10,000 per fiscal year. For clubs, the minimum donation amount is US\$5,000 per fiscal year.

You can learn more about the DCG program on our website at lionsclubs.org/DCG.

What was Campaign 100?

Campaign 100 officially launched at the International Convention in Las Vegas in 2018 following a year of planning and organization. At the 104th Lions International Convention in Montreal, LCIF announced that it had not only met, but exceeded its campaign goals—raising US\$325 million!

Where can I learn more about LCIF?

Reach out to your district LCIF coordinator! Your coordinator will be a great resource for you and will have tips for promoting LCIF in your club. For more information about working with the district coordinator, please see page 21.

Another great place to learn more is lcif.org. Here you will find information to help you and your club connect the work you are doing in your community and LCIF's support of clubs and communities like yours! In addition to this information, you can utilize the Resource Center. Here you have access to brochures, PowerPoint presentations, and other materials that will be helpful to you and your club members.

Can my zone chair offer me any assistance?

Zone chairs can be a great resource during your year as club LCIF coordinator. Reach out to your zone chair to stay connected to updates from LCIF and for the most recent news in your area.

If I have questions about my role, LCIF, or am looking for guidance, who can I contact?

Your direct link to LCIF is through your district LCIF coordinator. District coordinators have been trained by LCIF staff to tell the foundation's story, set goals, plan how to achieve those goals, and much more. A large focus of a district coordinator's role is to share information with and support club LCIF coordinators. You will receive communication from your district coordinators regularly and in turn, please share updates and information with them.

Checklist: What You Can Do

- ✓ Review the resources available via lionsclubs.org, and order materials for your club
- ✓ Call your district LCIF coordinator to ask them about the latest campaign updates and set a regular communication schedule with them

2

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
CANCERDISASTER
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.



Checklist: What You Can Do

- ✓ Consider which of the cause areas supported by LCIF will be most relevant to your club and 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.

3 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.

<p>2.2 billion people have vision impairment or blindness</p>	<p>NEARLY one-third of young teens worldwide have recently experienced bullying</p>	<p>1 in 11 people has diabetes</p>
<p>300,000 children aged 0-19 are diagnosed with cancer each year</p>	<p>~1 in 9 people lacks enough food to be healthy and active</p>	<p>Each day, 300 people die from measles</p>
<p>By 2025, half the world's population will live in water-stressed areas</p>	<p>Weather-related disasters have grown more than over the last 40 years 50%</p>	

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

4

RAISE FUNDS

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 successful year. 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!

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.

BE CREATIVE

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.

CONNECT TO A CAUSE

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.

PROVIDE MATERIALS

Offer brochures, pocket guides, pledge forms, and other materials for attendees to take home with them.

INVITE OTHERS

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.

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 that have supported similar causes in the past or that 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. 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 donation



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 – 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.

Let's Get Started

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 LCIF
- ✓ 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.

Resource Guide

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.

Connecting & Fundraising in a Virtual Setting

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

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 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.
Member Fundraising Lead	Helps track overall progress of the campaign. Assumes primary responsibility for individual member donations, including automated donations where available.
Non-Member Fundraising Lead	Supports the club LCIF coordinator in making personal requests of members. 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.

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.

Fundraising on Facebook

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. Click 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.

DCG Program

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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