

# LCIF Volunteer Coordinators

*Building a Stronger Foundation,  
Creating a Better World*



## Guide to Fund Raising

# Corporate and Foundation Giving

The vast majority of donations to Lions Clubs International Foundation (LCIF) are made by individual members or clubs. However, corporate and foundation giving is also an important source of funding. Record generosity from corporate and foundation partners to LCIF through CSFII indicate that corporations and foundations are eager to partner with Lions. This is an important element of growing the Foundation into the future.

Local corporate and foundation giving differs from individual and club support. The following guidelines are fundamental to successfully soliciting local corporate or foundation support.

### **1. Find a Lions contact within or directly connected to the company or foundation.**

Having a Lions contact connected to the company or foundation is an important factor in advancing a gift request. It is beneficial that a relationship already exists rather than having to cultivate a new relationship. A Lion contact will be able to move a proposal forward and advocate on its behalf.

### **2. It is important that the company or foundation's funding priorities are similar to LCIF's mission.**

It is important to securing a donation that the company or foundation's own philanthropic priorities are similar to LCIF's mission. A corporation or foundation is unlikely to donate to a cause that is not in line with their charitable goals.

### **3. Review the company or foundation's giving history to help determine an appropriate gift-request level.**

A company or foundation's previous pattern of giving will help you to determine the level of support that is likely. Proportionate gift requests are an important component of successful fund raising.

For local businesses, corporations or foundations that support LCIF through an unrestricted donation of US\$1,000, a corporate plaque is available to recognize their support.

LCIF Development staff is available to help guide the best strategy for approaching corporations and foundations. These staff members can provide you with additional tools and specific directions to aid you in this process.

If you know of a corporation or foundation that could support LCIF at a greater level, please refer to the Corporate Humanitarian Partnership Program on the back of this guide and contact LCIF Development staff to help prepare a structured plan.

## CORPORATE HUMANITARIAN PARTNERSHIP PROGRAM

The Lions Clubs International Foundation (LCIF) Corporate Humanitarian Partnership Program represents LCIF's commitment to honor our corporate partners. LCIF is interested in building relationships to increase awareness and to generate funds to further our mission – to support the efforts of Lions clubs as they carry out essential humanitarian service projects.

In July 2007, LCIF was ranked the best non-governmental organization (NGO) worldwide with which to partner, according to ratings compiled by the Financial Times in association with Dalberg Global Development Advisers and the United Nations Global Compact. The rankings assessed 34 global organizations rated by 445 companies involved with NGOs and international agencies. LCIF was rated most highly and ranked first for program execution, communication, adaptability and accountability in the fast-growing world of non profits.

### Benefits to the company may include:

- Feature story in video magazine available on Web site and local cable stations, with an average of 800,000 visits per month
- Recognition during Lions' international convention, which brings together more than 17,000 members from around the world
- Ad placement in THE LION Magazine which has a circulation of 1.31 million, 31 editions and 21 languages
- LCIF Web site and annual report recognition
- Exposure to 1.3 million Lions clubs members in 202 countries

A corporate partner can choose to become involved in the program in a variety of ways and pledge a gift over three-to-five years, depending on the level. Additional partnership opportunities include cause-marketing programs, product royalty promotions and special event sponsorships.

#### LEVEL ONE - \$100,000 to \$249,999

(minimum pledge of \$50,000 per year)

Benefits of membership include:

- Special announcement and recognition advertisement in international edition of THE LION Magazine
- Special feature story in ForSight in Gift Planning newsletter
- Invitations to special LCIF/LCI global international events
- Press release announcing the partnership
- Web site and annual report recognition for the duration of the partnership
- Invitation to international convention with special donor recognition

#### LEVEL TWO - \$250,000 to \$499,999

Benefits of membership include all Level Four benefits plus:

- Partnership recognition placement at headquarters
- Program recognition at international convention

#### LEVEL THREE - \$500,000 to \$999,999

Benefits of membership include all Level Three benefits plus:

- Choice of specific LCIF humanitarian project to sponsor
- Co-branding and advertising opportunities (upon approval)
- Invitation to international convention with plenary kickoff check presentation, exhibit booth, special donor recognition, program recognition and signage

#### LEVEL FOUR - \$1,000,000 and above

A customized stewardship plan that includes all Corporate Humanitarian Partnership benefits plus:

- Special announcement and recognition advertisement placed in a national media outlet
- Yearly on-site LCIF humanitarian project visit and meeting with other Level One partners
- Feature story in Lions Quarterly video magazine

