

✓ Encourage “E.A.C.H. Lion” to give to LCIF annually.

Every Lion should be encouraged to donate to LCIF annually. LCIF is our Foundation and an annual contribution to LCIF is an opportunity to have a meaningful impact on the world.

Every year, LCIF invites Lions to make an annual commitment to the Foundation. Every year, LCIF invites Lions worldwide to participate in the Contributing Member program. This program has the potential to become a powerful annual appeal with your help. Every Lion’s commitment to an annual contribution could provide a lifetime of miracles for others.

Promotion of “E.A.C.H. Lion” will be an opportunity for the Foundation to remind donors of the benefits of supporting LCIF, as well as cultivate new donors that may not have given to the Foundation before. LCIF Coordinators will be asked to follow-up with LCIF annual appeal initiatives.

ADDITIONAL CLUB GIVING INITIATIVES

✓ Identify and visit “Top Clubs” in your district

Using the following indicators, determine which clubs in your district have the potential to support the Foundation at a high level.

Common Characteristics of “Top Clubs”

- Is a CSFII Model Club or made a significant contribution to CSFII
- Is a larger and/or very active club
- Has members that are leaders within the district
- Shows strong interest in the mission and programs of LCIF
- Has conducted successful fund-raising activities for CSFII and/or other causes

Many clubs contributed to CSFII by developing one new annual fund-raising event with proceeds dedicated to the campaign. These clubs should be encouraged to continue their special fund-raising projects as a way to actively support the Foundation.

Once “Top Clubs” are identified, every effort should be made to visit these clubs and give LCIF presentations. Be sure to keep these clubs informed of LCIF programs and success whenever possible.

CLUB RECOGNITION OPPORTUNITIES

✓ Promote club recognition opportunities as incentives to donating to LCIF

LCIF has many recognition opportunities available to clubs, including:

- 100% Melvin Jones Fellowship – all current members are MJFs
- 100% Progressive Melvin Jones Fellowship – all current members become PMJFs
- 100% Member Support patch – all current members make an annual donation
- Club plaque – club that makes an unrestricted donation of US\$1,000 to LCIF

Familiarize yourself with the recognition opportunities available to clubs and the guidelines to qualify for each. Promote the various recognition opportunities to clubs in your district.



LCIF Volunteer Coordinators

*Building a Stronger Foundation,
Creating a Better World*

Guide to Fund Raising Individual and Club Giving

THE IMPORTANCE OF FUND RAISING

Through the financial support of Lions and clubs around the world, Lions Clubs International Foundation is among the world's most successful global humanitarian-service organizations. The Foundation's remarkable accomplishments can be attributed to the generosity of countless Lions and clubs.

A critical element to strengthening LCIF is the ability to raise significant funds for the Foundation. Currently, the Foundation generates an average of US\$20 million in annual contributions in non-campaign years. As Lions, we have the capacity to raise much more and provide even greater service to the world. In an effort to raise annual contributions for LCIF to US\$30 million, additional emphasis must be placed on sustainable annual fund raising at all levels.

LCIF Multiple District and District Coordinators will help advance the mission of LCIF by encouraging fund-raising initiatives in the following areas:

- Individual and Club Giving
- Corporate and Foundation Giving
- Planned Giving

A focus on these three fund-raising components is essential to the long-term success of the Foundation. Since not all fund-raising strategies are equally applicable worldwide, LCIF encourages fund-raising practices that will work best in your area.

INDIVIDUAL AND CLUB GIVING

LCIF's greatest potential exists in its 1.3 million members worldwide. History has shown that the key to successful fund raising for LCIF is support from Lions and clubs. Never before has this been made more apparent than with the recent success of Campaign SightFirst II. The programs and opportunities listed in this guide will help LCIF Coordinators promote the individual and club fund-raising objectives of LCIF.

Checklist of Successful Individual and Club Giving Initiatives

- ✓ Thank Lions and clubs for their support of CSFII and encourage pledge redemption.
- ✓ Thank the CSFII Model Clubs in your district.
- ✓ Encourage clubs and individuals to continue their generosity to LCIF.
- ✓ Encourage Lions to become Melvin Jones Fellows.
- ✓ Encourage Melvin Jones Fellows to become Progressive Melvin Jones Fellows.
- ✓ Encourage clubs to give Melvin Jones Fellowships annually.
- ✓ Encourage "E.A.C.H. Lion" to give to LCIF annually.
- ✓ Identify and visit "Top Clubs" in your district.
- ✓ Promote club recognition opportunities as incentives to donating to LCIF.

THE CONCLUSION OF CSFII

- ✓ **Thank Lions and clubs for their support of CSFII and encourage pledge redemption**
The generosity of Lions and clubs to CSFII was remarkable. Thank the clubs and members in your district for making the campaign a success. In order to provide "Vision for All," we must encourage clubs and individuals to fulfill their pledges and commitments. Remind Lions of what their payments support by discussing recent grant approvals and stories of individuals whose lives have been changed through the SightFirst program.
- ✓ **Thank the Model Clubs in your district**
Just as individual Lions have shown tremendous generosity to LCIF, so to have Lions clubs around the world. CSFII Model Clubs are excellent examples of the strength and potential of club giving to LCIF. These clubs were responsible for raising nearly half of the total funds raised in CSFII.
- ✓ **Encourage clubs and individuals to continue their generosity to LCIF**
As members and clubs complete their CSFII pledges, these donors should be encouraged to continue to donate at the same payment level and interval to LCIF. This is an easy way for donors to continue to support the work of LCIF.

THE MELVIN JONES FELLOWSHIP PROGRAM

The Melvin Jones Fellowship Program was established in 1973 in honor of Melvin Jones, the founder of Lions Clubs International. MJFs/PMJFs are given to individuals in recognition of unrestricted donations of US\$1,000 to LCIF. If the donor so chooses, he/she can use their donation credit to honor another individual with an MJF/PMJF.

The MJF Program is the backbone of LCIF funding. More than 70% of the donations to LCIF are donated through the MJF program. Continued promotion of the MJF program will be an essential element of successful individual and club fund-raising efforts.

- ✓ **Encourage Lions to become Melvin Jones Fellows**
Lions around the world should be encouraged and invited to become MJFs. MJF recognition is a symbol of dedication to humanitarian service.

Donors who wish to make an MJF contribution, but are unable to make the full commitment at once, have the option of paying in installments over time. This enables many individuals to become MJFs who otherwise may not be able to support the Foundation at this level.
- ✓ **Encourage Melvin Jones Fellows to become Progressive Melvin Jones Fellows**
For those Lions who are already a Melvin Jones Fellow, the Progressive Melvin Jones Fellowship (PMJF) provides an opportunity to advance in the fellowship program. For each donation of US\$1,000, beyond the initial MJF donation, donors receive a new level of recognition, signified by a PMJF pin in accordance with their level of giving.
- ✓ **Encourage clubs to give Melvin Jones Fellowships annually**
Clubs can also donate to the Melvin Jones Fellowship program and use those funds to name individuals as MJFs and PMJFs. Many clubs set an annual goal to name at least one MJF using club funds. Encourage all clubs to make an MJF donation each year in the name of individuals in their clubs and districts.