



Campaign SightFirst II Goal-Setting Guide

Clubs are asked to establish their Campaign SightFirst II goal at a challenging, yet achievable level. A per-member average should be used as a guideline in establishing your Club's goal. The suggested per-member average should be no less than US\$100 per member and may be as high as US\$500 or more.

Refer to the corresponding material highlighting the impact your Club will have from reaching specific giving levels. Identify the fact that your Club is not only raising money, it is providing sight. On average, every US\$6 raised provides the gift of sight. In other words, an additional US\$250 provides sight to more than 40 people. Your Club may wish to challenge itself to achieve a goal in terms of its human impact, rather than its monetary value.

Please use the following *Goal-Setting Guide* to determine the appropriate goal for your Club. When establishing your goal, keep in mind all four types of fund raising recommend for CSFII. *CSFII leaders understand that variations are necessary throughout the Lions' world, and not all fund-raising methods are necessary everywhere. Please use the methods that work best for your Club.*

Total Club Membership _____

1

Personal Gifts from Club Members

	# Members		Gift Level	Total
a. How many Club members can make a gift of US\$2.74 per day?	_____	x	US\$5,000	_____
b. How many Club members can make a gift of US\$.91 per day?	_____	x	US\$1,000	_____
c. How many Club members can make a gift of US\$.37 per day?	_____	x	US\$400	_____
<i>Total from Club members</i>				_____

Gifts of US\$1,000+ are eligible for a Melvin Jones Fellowship.
All gifts of US\$100+ are eligible for Campaign SightFirst II recognition.

Total Gift	Annually	Monthly	Daily
US\$25,000	US\$5,000	US\$416.67	US\$13.70
US\$15,000	US\$3,000	US\$250	US\$8.22
US\$10,000	US\$2,000	US\$166.67	US\$5.48
US\$5,000	US\$1,000	US\$83.33	US\$2.74
US\$2,500	US\$833.33	US\$69.44	US\$2.28
US\$1,000	US\$333.33	US\$27.78	US\$.91
US\$500	US\$166.67	US\$13.89	US\$.46
US\$400	US\$133.33	US\$11.11	US\$.37

Pledges of US\$5,000+ may be fulfilled over five years.
Pledges of US\$4,999 and below may be fulfilled over three years.

2

Personal Gifts from Non-Club Members

	# Gifts		Gift Level	Total
a. How many businesses will make a gift of US\$500 annually?	_____	x	US\$1,500	_____
b. How many individuals will make a gift of US\$250 annually?	_____	x	US\$750	_____
c. Do Club members have a matching gift program at their place of employment?				_____

Total from Non-Club members

3

Gifts from the Club Treasury

	# Gifts		Match	Total
a. Will your Club treasury match each gift made to the campaign by Club members?	_____	x	US\$100	_____
b. Will your Club treasury match each gift made to the campaign by Non-Club members?	_____	x	_____	_____
c. Will your Club make an outright gift to Campaign SightFirst II?			_____	_____

Total from Club treasury

4

Fund-raising Events

Projected proceeds of current and new fund-raising events through Lions' year 2007-2008 can, and may, be included in your Club's Campaign SightFirst II pledge.

	Total
a. How much can be raised through fund-raising events in Lions' year 2005-2006 for CSFII?	_____
b. How much can be raised through fund-raising events in Lions' year 2006-2007 for CSFII?	_____
c. How much can be raised through fund-raising events in Lions' year 2007-2008 for CSFII?	_____

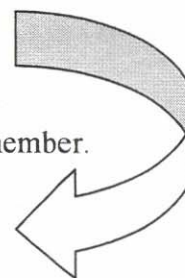
Total from Fund-raising events

Total the Numbers

1	Total from Club Members	US\$ _____
2	Total from Non-Club Members	+ US\$ _____
3	Total from Club Treasury	+ US\$ _____
4	Total from Fund-raising Events	+ US\$ _____
	Total from all Methods	= US\$ _____

Divide your total by the Number of Club Members to calculate your average gift per member.

Total from all Methods	US\$ _____
÷ Total Members	_____
Average Gift Per Member	US\$ _____



Determine the Recognition Level your Club will receive based on the above calculations. Can anything be done to reach the next level?

Calculate what your Club can do in terms of saving a child from vision loss. Can you challenge your Club to help an additional 100, 200, 500 or even 1,000 children? Consider the following numbers: *A 32-member Club could work to save a specific number of children from refractive error at a cost of US\$6 per child.*

Per Member Average	Visionary Society Recognition Level	32-Member Club	# of Children Saved from Vision Loss
US\$1,000	Emerald	US\$32,000	5,333
US\$500	Diamond	US\$16,000	2,667
US\$400	Ruby	US\$12,800	2,133
US\$300	Sapphire	US\$9,600	1,600
US\$100	Topaz	US\$3,200	533

Banner Patches will be awarded based on the Average Gift Per Member achieved by your Club.

Club goals are to be voted on by the membership and adopted.