

Model Clubs: Frequently Asked Questions Constitutional Area I & II

Q: What is a Model Club?

A: This is a Club that, because of its extraordinary commitment to Lionism and the SightFirst program, agrees to lead the way in Campaign SightFirst II (CSFII) by conducting a fund-raising campaign during fiscal year 2005-2006, in advance of all other Clubs.

Q: Why are Model Clubs important?

A: All of LCI and its 46,000 Clubs will benefit from the leadership and wonderful example of these dedicated Clubs. Model Clubs will:

- demonstrate the effectiveness of the campaign plan for Clubs of varying sizes, locations, and capacities.
- encourage participation from Clubs in all seven Constitutional Areas.
- receive regularly published recognition with special honors at International Conventions, feature stories in *The Lion Magazine*, and CSFII banner patch awards.
- be held in the highest regard by other Clubs throughout the world.

Q: What is necessary to be a Model Club?

A: Most importantly, members must be willing to reach out to the blind – not only at home, but also throughout the entire world. To participate as a Model Club, the Club must agree to implement a specific kind of fund-raising effort named the Comprehensive Method.

Q: What is the Comprehensive Method?

A: The Comprehensive Method consists of four key components. These components will help maximize your Club's fund-raising potential, raising the sights of those Clubs who will follow. The four components are as follows:

- Personal gifts and pledges by members
- Personal gifts and pledges by non-members
- Club fund-raising activities and events
- Matching or outright gifts and/or pledges from Club treasury

Q: Can all funds be raised from fund-raising activities and events?

A: While they can, you would be excluding an important component of the plan that enables your club to raise the most money for those needlessly blind. By utilizing all four components of the Comprehensive Method, including inviting members and non-members to consider personal gifts, you maximize your fundraising potential and ensure that your club does all that it can for those facing a world of darkness.

Q: Why emphasize personal visits?

A: Personal, face-to-face contact remains the single best way to ask for support. It emphasizes the personal nature of giving, allows for a thorough presentation of the campaign case, gives potential donors the opportunity to ask questions, and allows visitors to express their own enthusiasm.

Q: Why emphasize pledges?

A: Pledges allow donors to consider giving more than is possible through “one-time” gifts. This is important in a campaign of the magnitude of Campaign SightFirst II

Q: How do pledges work?

A: Each donor will be given the opportunity to make a pledge to Campaign SightFirst II. Pledges are payable over a three- to five- year period. Statements will be mailed from LCIF to donors on a monthly, quarterly, semi-annual or annual basis, according to the donor’s wishes. Pledges are a commitment or promise, not a legally binding contract.

Q: What are the basic elements of the Model Club plan?

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- Model Club campaigns will be conducted in phases over a period of 2 to 4 months, and will be supported by members of the CSFII staff.
 - Campaign leaders will form a committee of members to organize and implement the Comprehensive Method, and to personally request gifts from Club members and non-members.
 - Requests will be made in a personal manner with an emphasis on visiting donors with the highest potential first.
 - Later in the campaign, members of the committee will personally request gifts of local member and non-member organizations and businesses.
 - Clubs are encouraged to make gifts from their Club treasury.
 - Weekly meetings are necessary throughout the campaign.
 - The campaign should conclude with a public fund-raising event.

Q: How will Model Club goals be set?

A: Model Clubs must challenge themselves to set a goal at the highest possible level. A minimum goal of US\$400/member is required to be a Model Club. This goal is a minimum and will be used as a tool in establishing your Club’s goal. A member of the CSFII staff will assist you in establishing your Club goal.

Your goal will be based on potential personal gifts from members and non-members, as well as fund-raising events and gifts from the Club treasury. More information is included in your Model Club Manual, as well as recognition levels available for individuals and Clubs.

Q: Who should approve the goal?

A: Campaign SightFirst II goals should be agreed upon by the Club leadership and presented to the membership for their approval.

Q: If a Club achieves their US\$400 per member goal through personal gifts, gifts from the Club treasury and future fund-raising events, will they be recognized?

A: Yes. Clubs will be recognized based on commitments and cash received. Recognition will include highlights in LION Magazine, web blasts, forums and the International Convention.

Q: Who will be asked to participate?

A: A very select group of Clubs was chosen as Model Club Candidates. These chosen Clubs have demonstrated enthusiasm and shown a willingness to lead other Clubs in advance of their campaign. Their commitment to reaching the highest possible level will have a significant impact on the success of the campaign. All Clubs, worldwide, will be asked to participate in Campaign SightFirst II over Lions year 2006 – 2007 and 2007 –2008.

Q: What materials will Model Clubs receive during their campaign?

A: In addition to support by CSFII staff, materials including brochures, kits for volunteers, etc. will be furnished. All of this is without charge to your Club.

Q: Why should I be proud to be a Model Club?

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- Many groups are working to solve the problems of blindness and low vision, but we as Lions, the largest service organization in the world and the worldwide leader in the fight against blindness, have a special responsibility. In this effort, **Model Clubs lead the way.**
 - Model Clubs serve as an inspiration for Clubs all over the world. For CSFII to be successful, the participation of all Lions is essential. Model Clubs, by their commitment to participate and achieve at the highest possible level, can make the difference in the success of CSFII. **Model Clubs lead the way.**
 - Through CSFII, Lions can continue to advance the SightFirst program and alleviate preventable blindness in many parts of the world. Over the last 15 years, Lions' SightFirst program has provided \$185 million in grants, benefited 80 countries, funded 4.6 million cataract surgeries and 65 million treatments for river blindness, built or expanded 258 eye hospitals, upgraded 300 eye-care centers and educated 83,000 health workers - CSFII will enable Lions to continue their global leadership in the fight against blindness. **Model Clubs lead the way.**