

7 Ways to a Successful 2010 Sweepstakes Campaign

1. **Appoint** - an enthusiastic Lion / Lioness as your Club's Sweepstakes chairperson. **Hopefully, this has been done.** This person should take charge of the project, communicate with all club members, and maintain SWEEPS activity throughout the entire campaign (Sweepstakes tickets should be returned to our Foundation Office during the first week of May or dropped off at the State convention prior to the Foundation Breakfast).
2. **Study** - become familiar with the information in the '2010 How To Manual' (a copy is enclosed with your first batch of tickets). Both the Club President and Sweepstakes chairperson should understand how and why our Lions of Illinois Foundation conducts the Sweepstakes fundraiser.
3. **Explain** - the Sweepstakes program to all Club members. Through information presented at Club meetings and in your Club's newsletter, explain how the Sweepstakes program works and how it can benefit your Clubs sight and hearing programs and our Lions of Illinois Foundation.
4. **Illustrate** - to your Club how this is an excellent no cost fundraising project for your Club's eye and hearing related projects. Additionally, this is our Lions of Illinois Foundations second largest fundraiser, with the real winners being those individuals that are assisted through the thirteen programs and services of our Foundation. Each of these programs and services has been approved by Lions at previous State conventions.
5. **Mention** - that the seller of each winning Sweepstakes ticket could be a winner (the seller must complete the back of each ticket that he/she sells). It has been proven that when Sweepstakes tickets are visible, they will sell.
6. **Distribute** - Sweepstakes tickets to all Club members at your January / February meeting. Club members not present at this meeting should also receive Sweepstakes tickets. Let your Club members know that additional tickets are available when they sell what they have just received.
7. **Continue** - to promote Sweepstakes sales through your club's April meetings. For additional tickets or if your Club did not receive Sweepstakes tickets, contact Joanne at our Foundation (800 955-5466 ext. 222). If your club does not participate in Sweepstakes, they should consider purchasing their Sweepstakes tickets (in the past, Clubs have been winners) or possibly having a fund raiser and earmark the money for this year's Sweepstakes program.

If your Club did not participate in the 2009 Sweepstakes campaign, please consider participating in this year's campaign. Just think of the many individuals that you will be helping by participating in Sweepstakes. If you have questions about either the Sweepstakes or our Foundation, please contact one of Lions listed below.

Do to legal reasons, Sweepstakes tickets are not sent to Leo Clubs.

For additional information on the 2010 Sweepstakes campaign, contact:

- District 1-J Sweepstakes coordinator - Lion Ron Wigton (815 786-2385)
- District 1-J Foundation Trustee - PDG John Landon (815 385-1110)
- District 1-J Foundation Trustee - PDG Bob Jilkie (630 289-9519)
- Joanne at our Lions of Illinois Foundation (800 955-5466 - ext. 222).

