

ANNOUNCEMENT TO ALL LIONS CLUBS WALK FOR SIGHT MEDIA PROMOTION

TELEPHONE SCRIPT

(Walkathon Rep)

“Hi, this is Lion _____, ... I am calling you to let your Lions Club know that television ads are being placed on all of the cable access television stations in Northeast Illinois announcing to every humanitarian group, high school organization and charity in your community to contact your Lions Club if they wish to participate in the Lions of Illinois Walk for Sight and receive 40% of what they raise.

“We don’t want your club to be surprised. No, we want your Lions Club ready to be real heroes in your community by letting every organization in your town or city know that you, the local Lions, are offering them the opportunity to raise money for themselves by participating in our Lions Walk for Sight, and ... we will pay 100% of the expenses.

“Just think of it, Local Lions helping other local organizations to raise money for your communities! If your club plays it right, your entire town will know that Lions care so much about where they live that they are sharing the opportunity to participate in their Foundation’s Walk for Sight and receive 40% of what they raise while the Lions pay 100% of the expenses. For example, if the high school band walks in our Walk for Sight, the kids will earn 40% of what they raise ... and, we will give each walker a certificate for 2 hours of community service. The band wins ... the kids win ... and the visually and hearing impaired children and adults of Illinois win. A real, win, win, win! Every Lions Club will be receiving a packet with all the information the Club will need. This publicity is just too good to pass up, and we hope that the _____ Lions Club will recruit as many groups (Leo clubs, church choirs, boy scouts, girl scouts, high school groups, service groups, etc., etc.) as you can, and become real heroes in your community. Of course, we hope your Lions Club will walk also and receive 40% of the revenue you raise.

“Thanks for your time and if you have any questions or want someone to come and talk to your club, please call me or the Lions of Illinois Foundation.”