MODEL CLUBS:
Leading Campaign 100 by Example
From the Campaign Chairperson

Fellow Lions,

We are in our second century of service; we see a world in need and continue to change it. However, Lions’ comfort and compassion alone can’t heal those suffering through disease, disaster, and other devastation. It takes funding. It takes Campaign 100: LCIF Empowering Service.

Model Clubs, which broadly promote Lions, LCIF, and campaign efforts, are an effective way to reach campaign fundraising goals. Model Clubs are integral to all Lions’ ability to reach the objectives of Campaign 100:

- Increase our service impact in vision, youth, disaster relief, and humanitarian efforts
- Fight diabetes
- Make important progress in our expanded global causes of childhood cancer, hunger, and the environment

This brochure details the power of Model Clubs, why your club should become a Model Club, and how Model Clubs impact the success of Campaign 100.

To those clubs that are already Campaign 100 Model Clubs and building fundraising momentum, I extend my heartfelt thanks. Since your club has reached this level of success, I ask you to continue your commitment and increase your Model Club status. Your leadership inspires others and helps create a brighter, healthier future throughout the world.

I invite all Lions to learn more about the importance of Model Clubs and encourage your club to commit to the challenge.

Sincerely,

Dr. Jitsuhiro Yamada
Past International President
Chairperson, Campaign 100
Model Clubs – Integral to Campaign 100’s Success

Reaching Campaign 100’s capital goal of US$300 million requires participation from all clubs – and Lions – worldwide. Model Clubs lead by example as they:

- Raise funds through strategies such as:
  - Asking individual members to make a donation or pledge.
  - Dedicating a fundraising event to Campaign 100.
  - Making a donation to Lions of Canada Fund for LCIF from the club treasury.
  - Asking members of the community to make a donation.

- Strive to raise a minimum per-member average (PMA) of at least CAD$675 in donations and pledges by June 30, 2022. The PMA includes funds raised since July 1, 2017, so your club is likely on its way already!

- Inspire other clubs to become Model Clubs.
Lead by Example

Model Clubs do important work for important causes, leading by example as they encourage other clubs to participate in Campaign 100.

Benefits of Being a Model Club

Help your club become the next Model Club and gain these benefits:

- Model Clubs promote Campaign 100, which empowers Lion service in your community and around the world.
- Within the local community, Model Clubs build awareness of and support for LCIF.
- Model Club members enhance their collaboration and fundraising skills, becoming closer as they collectively support a common cause.
- Model Clubs receive special designation and recognition!

Support for Model Clubs

Once your members have met to determine the club’s per-member-average (PMA) fundraising goal (a minimum of CAD$675 is required), complete and submit the brief, required Model Club Commitment Form.

Remember, while the benchmark PMA goal is CAD$675, combined donations from various sources – the club treasury, a dedicated fundraising event, community members, personal contacts – count toward the PMA.

Also helping you reach your goals are a Model Club Manual as well as brochures, commitment forms, and presentations. Even better, your club and district coordinator will help you effectively use the materials to lead your Model Club – and Campaign 100 – to success!
YOUR CAD$120 AT WORK

Vision
2 cataract surgeries

Youth
Lions Quest curriculum for an entire classroom for 1 year

Environment
Access to clean water for 14 people

Disaster Relief
Immediate relief for 4 victims of a natural disaster

Hunger
Access to food for 14 chronically hungry people

Childhood Cancer
Equipment treating 8 young cancer patients

Humanitarian Efforts
Measles vaccination for 100 children

Diabetes
Screenings for 18 at-risk people

Vision makes impacts like these. Model Clubs can do even more.
Model Club Recognition

Model Club status has its rewards. The sooner your club becomes a Model Club, the sooner it can receive special designation as well as recognition in three stages!

### Minimum Per-Member Average (US$)

| Model Club | $500 |
| VISIONARY Model Club | $750 |
| 200% Model Club | $1,000 |
| 300% Model Club | $1,500 |
| 400% Model Club | $2,000 |
| 500% Model Club | $2,500 |
| 600% Model Club | $3,000 |
| PREMIER Model Club | $3,500+ |

### Recognition*

- Banner Patch
  - Written and Public Recognition
- VISIONARY Purple Banner Chevron
  - Written and Public Recognition
- 200% Silver Banner Chevron
  - Written and Public Recognition
- 300% Silver Banner Chevron
  - Written and Public Recognition
- 400% Gold Banner Chevron
  - Written and Public Recognition
- 500% Gold Banner Chevron
  - Written and Public Recognition
- 600% Gold Banner Chevron
  - Written and Public Recognition
- PREMIER Gold Banner Chevron
  - Written and Public Recognition

* awarded based on donations equivalent to US$ figures shown and may include newsletter, website, scrolling screens, etc.

A specially designed Campaign 100 Model Club plaque will also be available at the conclusion of the campaign.

### Recognition in Three Stages

Commit to lead as a Model Club and your club will receive special recognition upon reaching each of three milestones:

- Commitment to participate
- Achievement of PMA goal
- Fulfillment of all pledges and commitments
Thank You!

Many say the needs of the world are too great. More than 1.4 million Lions worldwide say, “We Serve.”

To each Lion going boldly into a new era of service – an era in which serving 100 percent is accomplished only when we both do *and* give – thank you.

And to those Lions who are doing and giving and then pushing the limits of their service to new heights through the challenge of being a Campaign 100 Model Club, sincerest of thanks to you.

Together, we can, and we will, achieve our campaign goals and serve our world in need.
Visit lionsclubs.org/campaign100 to learn how together, we’re changing the world as we *increase* our service impact in vision, youth, disaster relief, and humanitarian efforts; *fight* the global diabetes epidemic; and *expand* our global causes to childhood cancer, hunger, and the environment.