



Model Clubs: Frequently Asked Questions

1) What is a Model Club?

A Model Club leads the way in the new campaign, by making an extraordinary commitment to service, LCIF and the ideals of Lionism. Model Clubs set a challenging financial goal above and beyond the minimum global per member average and conduct fundraising campaigns over a short period of time.

2) Why are Model Clubs important?

All of LCI and LCIF will benefit from the leadership and example of these dedicated Clubs. Model Clubs will:

- Demonstrate the effectiveness of the campaign plan for Clubs of varying sizes, locations, and capacities
- Encourage greater participation from Clubs in your district and multiple district, as well as globally
- Receive regularly and widespread published recognition in newsletters, LION magazine, blog posts, etc., as well as banner patches and recognition at International Convention
- Accelerate the momentum of the campaign and help ensure the campaign's success

3) What is necessary to be a Model Club?

Most importantly, Model Clubs must be dedicated to the mission of LCIF and enthusiastically promote our new Global Causes. To participate as a Model Club, the Club must commit to a challenging per member average goal, at a minimum of US\$750 per member, and utilize a number of fundraising strategies to raise their goal.

4) What are the fundraising strategies to be utilized?

Model Clubs achieve success through a variety of methods, including:

- Personal gifts and pledges/commitments from members, especially through monthly giving
- Personal gifts and pledges/commitments from non-members, including individuals and businesses
- Club fundraising activities and events
- Gifts from the Club treasury

5) Why emphasize using a variety of fundraising strategies?

Model Clubs seek to raise the most funds possible in support of the campaign. By using a variety of strategies, you maximize your potential and ensure that your club does all that it can to enable more Lion service.

6) What are the basic elements of the Model Club plan?

- Model Club campaigns will be conducted in phases over a period of two to four months
- The Club's leaders form a committee of members to organize and implement fundraising strategies, 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, visits and gifts requests should be made of local organizations and businesses
- Clubs are encouraged to make gifts from their club treasury as well
- Club campaign leaders should meet weekly throughout the campaign
- The campaign could conclude with a public fundraising event

7) Why emphasize personal gifts received through personal visits?

Personal, face-to-face contact is the best way to ask for support. It emphasizes the personal nature of giving, allows for a thorough presentation of the needs of the campaign, gives the prospective donor the opportunity to ask questions, and provides a means to share one's own passion and enthusiasm.

8) How are personal gifts made?

A number of easy methods are provided. Many will want to provide a one-time gift through a check or transfer of funds through normal methods. One-time gifts are welcome and appreciated. This campaign will be encouraging an easy method of monthly giving through direct withdrawal or credit card charge, in areas where the banking system is set to handle this type of giving. Gifts may also be made as pledges payable over a period of three to five years. This system of pledging allows donors to consider giving more than what might be possible through one-time gifts.

9) How will Model Club goals be set?

Model Clubs must challenge themselves to set a goal at the highest possible level. A minimum goal of US\$750 per member is required to be a Model Club. This goal is a minimum and is used for goal-setting. The goal is inclusive of all fundraising, including gifts from non-members and fundraising events. A member of LCIF staff and your Club and District Coordinators will help you establish a realistic and challenging Model Club goal.

Are family members included in calculating the Model Club goal?

No, family members who are affiliated with a club are not included in calculating the minimum goal to achieve Model Club status.

10) Who should approve the goal?

Your Model Club goal should be agreed upon by Club leadership and presented to your membership for their approval.

11) Will Model Clubs receive special recognition?

Yes! Clubs who achieve their Model Club goal will be recognized based on commitments and on cash received. Recognition will include banner patches, plaques, highlights in LION magazine, blog posts, social media posts, forums, newsletters, and the International Convention. The full scope of Model Club recognition will continue to develop in the coming months.

12) What materials will Model Clubs receive during the campaign?

In addition to support from LCIF staff and additional attention from District Coordinators, materials including brochures, newsletters, talking points, commitment forms, etc. will be provided.

13) Why should we be excited to be a Model Club?

- Lions provide more service than any other organization in the world. As such, we have a special responsibility to lead the way. Model Clubs lead the way in this effort to transform LCIF for our next century of service.
- Model Clubs inspire other Clubs all over the world, and especially within their own regions. By committing to participate and achieve goals at the highest possible level, they can make a difference in the success of the campaign.
- LCI has a goal of serving 200 million people each year by 2020. This campaign, by supporting the expansion of our global causes and ensuring support of LCIF's existing programs, will help Lions achieve that goal. Model Clubs will lead the way.