A New Normal:
HOW YOUR CLUB CAN MAKE AN IMPACT
WELCOME, LIONS!

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Marketing & Communication Specialist
Lions Clubs International Foundation

Hello, Lions! Thank you for joining us today for the fifth installment of our Foundation Fridays webinar series.
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GoToWEBINAR
Housekeeping

- Use computer speakers
- Webinar recording found at: lionsclubs.org/virtual-events-center
ASKING QUESTIONS

Q: When will the webinar recording be sent?
A: You will receive the recording in 24 hours.
ANSWERING POLLS

Sample
GoToWEBINAR
Housekeeping

- Download handouts
- Register for future webinars
- Take survey!
A New Normal: HOW YOUR CLUB CAN MAKE AN IMPACT

Guðrún Yngvadóttir
Immediate Past International President
LCIF Chairperson
LCIF: Creating Hope in Wake of Australia Bushfires
LCIF: Creating Hope in Wake of Australia Bushfires

Barry Palmer
Past International President
Constitutional VII Area Leader, Campaign 100
LCIF’S RESPONSE TO THE BUSHFIRES

US$303,000

- Emergency & Community Recovery Grants
- Purchase water tanks for families
A New Normal: HOW YOUR CLUB CAN MAKE AN IMPACT

Dr. Patti Hill
International Third Vice President
POLL

Is your club a Model Club or a 100 | 100 Club?
POLL

For those of you who answered no, are you aware of Model Clubs or 100 | 100 Clubs and understand how they work?
100 | 100 CLUB VS. MODEL CLUB

- **100 | 100 Club**
  - 100% of club members donate at least US$100 to LCIF each year

- **Model Club**
  - Special Campaign 100 program
  - Goal calculated by multiplying number of members by 500
  - 5 years to reach goal (2017-2023)
CREATIVE FUNDRAISING

- **“Operation Clip Cat”**
  - MD-4, California, USA
  - DG Cat Gon raised US$6,500 to cut her hair during virtual fundraiser

- **Virtual Happy Hour**
  - Icelandic & Norwegian event
  - Buying a round of drinks = $$ to LCIF

- **Virtual Golf Tournament**
  - Add scores
  - Total = $$ to LCIF
HOSTING A VIRTUAL CONCERT

Ojas Chitnis
Leo, New Jersey
Visionary Cyber
WHY I SUPPORT LCIF

• **Hurricane Sandy, 2012**
  - East Coast of USA, with biggest impact in New Jersey and New York
  - LCIF swiftly provided US$500,000+ to assist with immediate relief and long-term rebuilding

• **100% of donations** to LCIF go directly back to our communities
HOW COVID-19 CREATED OPPORTUNITY

• Honor “corona warriors”
• Raise funds for LCIF and promote awareness
• Use talents of Leos who were frustrated they could not interact with loved ones
HOSTING A VIRTUAL CONCERT

- Collaboration and teamwork!
- Peer-to-peer fundraising
- Viewed by worldwide audience
- 20 performances by Leos and Leo-Lions

- **US$18,000 || 300 donors**
- Social media was crucial
THANK YOU!

• Surpassed goal of US$10,000
• LCIF can empower Leo service!
• Leos excited to continue supporting LCIF
LCIF

HAIR CHANGE

Lou Onley
Past Council Chairperson
Lion, South Vermont Inc.
A CHALLENGE TO AUSTRALIANS

• Creative way to raise funds for LCIF
• Donation to LCIF = a vote for hair color
• How we planned the challenge:
  • A short video for Lions of Australia challenging them to participate
  • Used platform for voting
  • Updated Lions throughout the month

• $10,000+ raised!
A CHALLENGE TO YOU

• What can you do in your own country?
• Get creative!
• Have fun with it!
Poll

Has your club hosted a virtual fundraiser for LCIF this year?

Email photos of your event to lcif.marketing@lionsclubs.org
QUESTIONS?
THANK YOU!