

Meeting the Challenge



Four Steps to Success for LCIF Coordinators

1. Educate Yourself
2. Prioritize and Schedule Club Presentations
3. Promote, Publicize and Present
4. Request Support and Follow Up

Dear Lions,

Every day, a quiet disaster is taking place. It takes the life of 450 children each day and significantly impacts the lives of thousands of families. It is measles – and it is preventable.

I became a Lion to make a difference, both in my community and within communities far from home. Lions are well-known for their service in the areas of youth and health. This year, as LCIF Chairperson, I have the great privilege of meeting some of the individuals who have benefited through our Foundation. I shook the hand of a grandparent who can now see his grandchildren for the first time because of SightFirst. I visited a Lions Quest school, where children now have improved confidence and vital life skills. Our Foundation makes a difference each day in every corner of the world.

We have an additional opportunity to be a part of a very special initiative and build on our commitment to improving health and serving youth. The Gates Foundation is challenging Lions to play a major role in the fight against measles. Most importantly, we will help children from vulnerable populations. Lions, we must not rest when an avoidable disaster is happening every day.

As a Lion leader and LCIF Coordinator, I am asking you to do three things:

1. Make a Commitment to Measles – This commitment should be personal and an exciting use of your talent and time.
2. Educate Lions and Promote the Initiative – Prioritize the clubs and events in your area and begin conducting presentations.
3. Request Participation and Follow Up – Provide each club and member the opportunity to participate in this important program. Answer questions. Thank donors and clubs.

On behalf of those children who will be helped by the work of Lions and our partners, thank you. You are making a difference each time you schedule a visit, conduct a presentation or thank a donor.

Sincerely,



Sid L. Scruggs III
Chairperson, LCIF



Step 1

Educate Yourself



You have been provided a significant amount of information about measles and Lions involvement in the Measles Initiative. Read the material provided and familiarize yourself with key information that will be important when educating Lion members. The following resources can serve as reference materials:

- One Shot, One Life – General Brochure
- Measles Initiative Fact Cards
- LCIF and Measles Initiative Web sites
- Celebrating Our Pilot Year Success Video
- Lions – Measles Initiative PowerPoint and Speaking Notes
- Updates on Our Social Media Sites, including Facebook, Twitter and Blog



US\$1 = 1 Vaccination = 1 Life Saved

Step 2

Prioritize and Schedule Club Presentations

Along with your district governor, evaluate and prioritize clubs within your area that have the most potential to financially support this initiative. Clubs that have shown a recent history of support should be considered as high priority clubs, along with Campaign SightFirst II (CSFII) Model Clubs.

Key criteria when evaluating potential high-priority clubs:

- Has the club recognized an individual with a Melvin Jones Fellowship recently?
- Does the club have a current or past district leader (governor, treasurer, etc.)?
- Are there individuals within the club who annually support LCIF?
- Did the club participate at a high level during CSFII?
- Does the club sponsor successful fundraising events?

After you have prioritized each club, contact the club president to schedule presentations in a timely manner. The district governor will be of great assistance and may help reinforce the message during club visits and district events.



MEETING THE CHALLENGE

Step 3

Promote, Publicize and Present

The most important step is making sure the measles message reaches each club and each member. This will only be realized through a comprehensive strategy that includes:

- Presentations at individual clubs
- Promotion at multiple district and district events
- Articles in the district newsletter and Web site
- E-mails, letters and phone calls to club leaders

Step 4

Request Support and Follow Up

Clubs and individuals should be given an opportunity to learn why Lions and LCIF are involved in the Measles Initiative, as well as ask any questions. You should provide members this opportunity following your presentation. The last important step of your presentation is to request their financial support. If the club members need time to consider the request, establish an appropriate follow-up date before leaving (preferably within one week).

Talking Points to Highlight:

1. US\$1 = 1 Life Saved
2. Each US\$2 is matched by US\$1 from the Gates Foundation
3. Donations are Melvin Jones Fellowship eligible
4. Club Banner patches awarded for achieving a per member average



Lions Clubs International
FOUNDATION

Lions Clubs International Foundation
300 W. 22nd Street
Oak Brook, Illinois 60523-8842 USA
phone: 630.468.6829
fax: 630.571.5735
lcifdevelopment@lionsclubs.org
www.lcif.org

