

Organizing Lions Fundraisers

Define the objective

- **Identify a community need.** Does your community need a new park, a new fire truck, or new medical equipment? Identify the need within your community by completing the Lions Community Needs Assessment (MK-9).
- **Contact other community organizations.** Verify that other organizations are not undertaking this community project or planning to do so in the near future. If other organizations are already committed to fulfilling this community need, offer your assistance. If other organizations are not attempting this initiative, invite them to aid in your effort.
- **Decide on a fundraising method.** Agree on an activity that will raise enough money to finance the identified community need.

Fundraiser assessment

- **Assess resources.** Decide if your club has sufficient funds and manpower. If it does not, contact local sponsors to request financial support or donations-in-kind. Arrange for enough volunteers to help complete the fundraiser.
- **Request approval.** Ask your club's board of directors for permission to proceed with the fundraiser.
- **Assemble a committee.** Appoint Lions who are capable and willing to achieve results.

Follow through

- **Complete all details.** Confirm the day, time, and location of the fundraiser. Avoid dates which conflict with other community events. Establish a timeline. Obtain legal clearance/permits from local authorities. Obtain all necessary supplies.
- **Publicize.** Inform the public about the fundraiser. Position large signs throughout the area. Post flyers in public places. Include details on your club and/or district Web site(s). Send press releases to local newspapers, radio stations, television stations, and cable television stations. Invite local celebrities and the media to attend the fundraiser.
- **Evaluate.** After the fundraiser, submit a report to the club, district, and international office. Write thank-you letters to sponsors. Send a copy of the report to local authorities and the media.