

CAMPAIGN | 100



LCIF • EMPOWERING SERVICE™

Visit [lci.org/donate](https://lci.org/donate) to learn how Campaign 100 will sponsor and deliver programs addressing the distinct needs of at-risk and vulnerable populations such as the elderly, the disabled, females, orphans, and others disproportionately impacted by social and economic factors and requiring special services.



Lions Clubs International  
**FOUNDATION**

Lions Clubs International Foundation  
300 W. 22nd St. | Oak Brook, IL 60523-8842 USA  
+1.630.203.3836 | [lionsclubs.org/campaign100](https://lionsclubs.org/campaign100)

LCIF\_C013\_EN 6/19

LCI and LCIF are Equal Opportunity Providers

CAMPAIGN | 100



LCIF • EMPOWERING SERVICE™

**MODEL CLUBS:**

Leading Campaign 100 by Example



## From the Campaign Chairperson



Fellow Lions,

As we embark on our second century of service, we see a world in need and caring Lions ready to change it. 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.

Thanks to generous Lions and partners, since 1968 Lions Clubs International Foundation (LCIF) has granted more than US\$1 billion to Lions' projects worldwide. As it celebrated its 50th anniversary, and to ensure Lions have resources to serve world citizens in need for the next 100 years, LCIF launched Campaign 100.

The most ambitious comprehensive capital campaign in LCIF history, Campaign 100 seeks to raise **US\$300 million** so Lions can **serve hundreds of millions of people** as we:

- Increase our service impact in vision, youth, disaster relief, and humanitarian efforts
- Fight diabetes
- Expand our global causes to include childhood cancer, hunger, and the environment

Already a year into our three-year campaign, let's invigorate our fundraising momentum through Model Clubs, which broadly promote Lions, LCIF, and campaign efforts, and which raised more than **40 percent** of funds during LCIF's last campaign. Together, let's aim to exceed this impressive benchmark.

I extend my heartfelt thanks to clubs that are already Campaign 100 Model Clubs. Your leadership inspires others to meet the Model Club challenge and will help deliver a brighter, healthier future to those in communities near and far.

Sincerely,

山田 實純

Dr. Jitsuhiro Yamada  
Past International President  
Chairperson, Campaign 100

# 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.





## 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\$)	Recognition*
<b>Model Club</b> – \$500	Banner Patch Written and Public Recognition
<b>VISIONARY Model Club</b> – \$750	<b>VISIONARY</b> Purple Banner Chevron Written and Public Recognition
<b>200% Model Club</b> – \$1,000	<b>200%</b> Silver Banner Chevron Written and Public Recognition
<b>300% Model Club</b> – \$1,500	<b>300%</b> Silver Banner Chevron Written and Public Recognition
<b>400% Model Club</b> – \$2,000	<b>400%</b> Gold Banner Chevron Written and Public Recognition
<b>500% Model Club</b> – \$2,500	<b>500%</b> Gold Banner Chevron Written and Public Recognition
<b>600% Model Club</b> – \$3,000	<b>600%</b> Gold Banner Chevron Written and Public Recognition
<b>PREMIER Model Club</b> – \$3,500+	<b>PREMIER</b> Gold Banner Chevron Written and Public Recognition

\*Written recognition includes newsletter, website, and other opportunities as available. Public recognition includes scrolling screens at convention, local conventions, 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



Lead. Inspire. Give.  
Join the Global Effort

## 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 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 US\$500** 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 US\$500 is required), complete and submit the brief, required Model Club Commitment Form.

**Remember**, while the benchmark PMA goal is US\$500, 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 US\$100 AT WORK

