



SUGGESTED SPEAKING POINTS FOR DISTRICT AND MULTIPLE DISTRICT CONVENTIONS

**(Accompanies the District/MD Convention 1-hour
PowerPoint Presentation)**

District and multiple district conventions are great places to introduce Lions to the extraordinary possibilities available through Campaign SightFirst II. For your convenience, a Convention Toolkit has been prepared that includes PowerPoint presentations, speaking points and tips for promoting CSFII at district events. Below you will find suggested speaking points that correspond with the District and Multiple District Convention PowerPoint #1. This PowerPoint presentation should last approximately one hour. Please contact your CSFII coordinator or the CSFII office before your convention for current campaign statistics that should be included in the PowerPoint and speaking notes.

(SLIDE 1)

- Greetings fellow Lions.
- I am here to tell you about the incredible possibilities available to Lions through Campaign SightFirst II.
- I hope that when you leave this presentation, you will not only be proud of the accomplishments of the SightFirst program to date, but that you will also be inspired to support CSFII.

(SLIDE 2)

- A picture is worth 1,000 words. The pictures you see on this slide are no different, but each photograph shows exactly what it means to be a Lion.
- And while a picture is worth 1,000 words, Campaign SightFirst II and your work as a Lion will be worth much more.
- Our motto, “We Serve,” as seen on this slide has never meant more to Lions everywhere and to the 37 million who will lose their sight without our action.
- Through Campaign SightFirst II, we have the capability and duty as Lions to change the world once again by continuing the work of SightFirst.
- The founder of Lions Clubs International, Melvin Jones, had the foresight to establish a service organization that would improve lives everywhere on earth.
- Ninety years later, the effect of his idea is felt around the globe.

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- In 1925, at the International Convention in Cedar Point, OH, Helen Keller made a plea that would change the lives of Lions, and subsequently, change the lives of millions of people around the world.
- It was during that convention that Lions accepted her challenge to become “Knights of the Blind.”

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- Since that time, Lions have had a long and successful history of service to the blind.
- We have been responsible for some of the most important innovations to aid the visually impaired, including white canes, guide dogs and many services for children and adults.
- Then, in 1990, Lions around the world combined their efforts to launch a new program that would have an even greater impact on unnecessary blindness.

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- This program is Lions most powerful sight-saving initiative: SightFirst.
- The SightFirst program is the world’s first coordinated global effort to battle the problems of blindness around the world.
- Since 1990, the SightFirst program has played a crucial role in reducing preventable and reversible blindness.
- It is among the world's most effective public-health initiatives.

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- Campaign SightFirst was launched to raise the funds necessary to fulfill the ambitious goals of SightFirst.
- The goal for Campaign SightFirst was US\$130 million.
- With the support of Lions around the world, more than US\$143 million was raised between Lions years 1992-1994.
- Since then, the money has grown to over US\$200 million through investments and subsequent donations.

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- SightFirst has been extraordinarily successful and has exceeded expectations.
- At the beginning, the following goals were established for the program:
 - Improve eye care for 75 million people
 - Prevent vision loss or restore vision in 8.7 million people
 - Create more than 150 eye-care clinics worldwide
 - Train more than 2,500 health-care professionals
- While these were ambitious goals, the numbers in 2007 show that we not only met these goals, but surpassed them.
 - Improved eye care for more than 100 million
 - Saved 27 million people from blindness or severe vision loss
 - Built or expanded 213 eye hospitals; upgraded 325 eye-care centers
 - Trained 305,000 eye-care professionals and allied-health workers
- In addition to these numbers:
 - Sight was restored to 7.1 million people with cataract;
 - 80.5 million treatments for river blindness have been distributed; and
 - 125,000 surgeries have been performed for people suffering from trachoma.
- These numbers seem like a lot to wrap our minds around.
- They are impressive, but what do they really mean?
- The only way for us to truly understand the tremendous human impact is to see SightFirst in action.
- The following video is called “The Power to Change the World.”

(PLAY DVD “THE POWER TO CHANGE THE WORLD”)

(SLIDE 8)

- In the United States, SightFirst has benefited our communities in several ways.
- For example, the Lions Eye Health Program, or LEHP, was instituted as a community-based public awareness initiative that promotes eye health.
- LEHP provides education and screenings for common eye diseases such as diabetic retinopathy and glaucoma.

- Currently, 2,800 Lions clubs in 32 states participate in LEHP.
- Additionally, a US\$2 million SightFirst grant was recently approved to address uncorrected refractive error, such as nearsightedness and farsightedness in the United States!

(SLIDE 9)

- The accomplishments of the SightFirst program have been astounding.
- This chart shows the world's blind population from 1990 to 2020.
- Look at the red line. When SightFirst began it was predicted that by this time there would be nearly 60 million blind people in the world.
- SightFirst has changed that. Lions have changed that.
- The yellow line represents what has actually happened in the last 15 years. SightFirst and Lions helped reduce that number to 37 million people.
- What an amazing accomplishment for our organization!

(SLIDE 10)

- An important factor in the fight against blindness is the rapidly growing world population.
- Patterns of blindness continue to change over time, and age-related blindness continues to increase as life expectancy increases.
- In 1990, there were a little more than 5 billion people in the world.
- Today there are 6.5 billion.
- This means that even while the world's population grew by 1.5 billion people, Lions still managed to DECREASE the number of blind throughout the world.
- That speaks volumes about the success of the SightFirst program!

(SLIDE 11)

- Why Campaign SightFirst II and why now?
- The World Health Organization has declared that the worldwide problem of blindness is at a crisis point.
- If Lion's great work is not continued, the number of blind people in the world could double from 37 million to 74 million by 2020.

- Lions cannot allow that to happen.

(SLIDE 12)

- To date, 841 SightFirst projects in 90 countries have received more than US\$200 million in funding.
- This means that without Campaign SightFirst II, the funds for SightFirst will be depleted in a short time.
- Our work as “Knights of the Blind” is not complete and it is time for Lions around the world to come together again to battle unnecessary blindness.

(SLIDE 13)

- The following are the goals for CSFII.
- The overall goal is US\$150 million.
- US\$100 million will be spent on controlling and eliminating avoidable blindness.
- This includes continuing the fight against cataract, trachoma and river blindness in developing countries.
- Additionally, eye-screening missions will be funded around the world.
- Under goal #2, US\$50 million will go toward combating emerging threats to sight.
- While the work that began 15 years ago must continue, Lions must also begin to aggressively fight the causes of blindness that are becoming more prevalent everyday, including low vision, glaucoma, diabetic retinopathy, uncorrected refractive error and childhood blindness.
- Lions will expand one of their most effective programs – Opening Eyes, with Special Olympics. This program has effectively screened 98,000 persons with intellectual disabilities. Nearly 30,000 of those screened have received prescription eyewear free of charge.
- Additionally, more than 124 million people are suffering from low vision, and Lions can help by providing services and assistance.
- Uncorrected refractive error, also known as nearsightedness and farsightedness, has been a priority for Lions for many years, through our collection and distribution of eyeglasses.

- Now Lions will be able to expand their successful screening and distribution programs.
- And lastly, diabetic retinopathy and glaucoma are rapidly growing around the world.
- Many do not realize they have a problem until it is too late.
- Lions' programs offer the necessary screening and education.
- There is also a challenge goal of an additional US\$50 million to provide "Vision for All."
- Lions must continue to address new threats to sight and our challenge goal will fund additional sight-saving research in the USA and other developed countries.
- This brings the total campaign challenge goal to US\$200 million.

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- CSFII has experienced early success and support worldwide.
- The first year of education and preparation was spent recruiting some of Lions' best leaders to help conduct the campaign in their area.
- To date, more than 7,000 of your fellow Lions are volunteering with CSFII.
- There are 1.3 million Lions in the world and every region is enthusiastically supporting CSFII.
- To date, XX Lions have made generous individual contributions of US\$25,000 or more.
- To date, XX% of clubs have participated by sending funds to LCIF for CSFII and the campaign has raised US\$XXX,XXX,XXX worldwide.

(SLIDE 15)

- The United States has shown great dedication to date.
- CSFII leadership has recruited more than 2,600 volunteers for many levels of service in the campaign.
- Additionally, XX individual Lions made personal gifts of US\$25,000 or more, totaling US\$XXX,XXX.
- Overall, XX% of clubs in the USA have participated by raising US\$X,XXX,XXX of the US\$XX,XX,XXX raised worldwide.

(SLIDE 16)

- Looking at our own area's progress, Multiple District **XX** has also shown great dedication to date.
- More than **XX** Lions are serving the campaign from MD **XX**.
- **XX** clubs have sent funds to LCIF for CSFII, totaling US\$**XXX,XXX**.

(SLIDE 17) (If necessary)

- Finally, in our own District **XX**, more than **XX** Lions are serving as campaign volunteers.
- **XX** clubs have sent funds to LCIF for CSFII, totaling US\$**XXX,XXX**.

(SLIDE 18)

- There are many ways to ensure that Campaign SightFirst II is successful in every district and every club.
- The Model Club program is a terrific example of successful clubs that have committed to raising a minimum of US\$400 per member.
- Model Clubs receive special recognition for their challenging commitment to CSFII and have been extremely important to the success of the campaign to date.
- To become a Model Club, the club signs a Model Club commitment form and then has three-to-five years to meet their commitment.
- There are over **X,XXX** clubs around the world that have chosen to become Model Clubs.
- **XXX** Model Clubs are in the USA.
- I encourage your club to accept the challenge of becoming a Model Club by submitting a commitment form to the CSFII office. You can obtain a form from your CSFII coordinator or download one on the CSFII Web site.

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- This multiple district already boasts **XX** Model Clubs.
- **(List the clubs and their commitment amount.)**
- I hope your club will consider this great challenge.

(SLIDE 20)

- The amount of funds raised to date is extraordinary.
- But behind each number are human beings whose lives will be changed for the better because Lions took action.
- In the USA, your CSFII contribution could:
 - Fund screening and education programs for people at risk of developing diabetic-eye disease, glaucoma or macular degeneration
 - Provide low-vision services and assistive devices to people in need
 - Help expand eyeglass-recycling programs
 - Fund a sight-saving research initiative

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- SightFirst has become one of the most effective and efficient public-health programs in the world.
- If there is any figure you remember today, let it be this: The average cost of saving one person's sight is only US\$6.
- How many people will your club save from blindness?

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- There are many keys to successful fund raising.
- The following points will help to maximize the potential each club has to contribute to CSFII.
- Clubs are asked to utilize the Comprehensive Method when raising funds for CSFII.
- These include:
 - Personal gifts and pledges by members
 - Personal gifts and pledges by non-members
 - Matching or outright gifts and/or pledges from the club treasury
 - Club fund-raising activities and events
- Pledges from individuals and clubs can be paid over a three-to-five-year period.
- Pledging over time provides individuals with the opportunity to consider larger gifts to the campaign than would otherwise be possible.

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- This graph is an example of the how easy it can be to raise funds in your club.
- A club goal of US\$5,000 can be raised using the following components of the Comprehensive Method.
- For example, if one individual from the club donates one Melvin Jones Fellowship, that's US\$1,000. This gift can be paid over a three-year period.
- Three members give US\$300 each.
- Six members each give US\$100.
- This brings the total raised to US\$2,500.
- Next, a community member or local business donates a one-time gift of US\$250.
- Maybe this is part of a matching gift program for an employee that belongs to the club.
- The club treasury also donates US\$250 per year for the next three years.
- This gift of US\$750 from the club coupled with the non-Lion donation gives the club enough money to name a Melvin Jones Fellow.
- Lastly, the club conducts one fund-raising event that brings in US\$500.
- They decide to conduct the event for three years, which totals US\$1,500 for CSFII.
- The club also has a new fundraiser to bring in money for other projects after CSFII is complete.
- In total, this club has now raised US\$5,000.
- See how easy it can be!

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- Because of the power of pledging, a US\$1,000 gift, payable over three years, comes out to be only US\$0.91 per day.
- For less than US\$1 per day, you can save the sight of 167 people.

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- Lions great work does not go without due recognition.
- In order to say “thank you,” Lions can receive recognition from some new and exciting programs.
- The Visionary Society acknowledges exceptional fund raising by clubs.
- There are five levels of recognition ranging from US\$100 to US\$1,000 per member.
- Recognition levels are determined by per-member averages to ensure that small clubs have the same opportunity as larger clubs to be recognized for their contributions.
- This recognition will come in the form of a banner patch.
- Remember, the per-member averages can be achieved through various fund-raising methods outlined by the Comprehensive Method.

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- The Helen Keller Knights of Sight program thanks individuals for their gifts.
- There are six levels of recognition ranging from a gift of US\$100 to US\$100,000.
- This recognition piece is a pin.
- Remember all gifts are also eligible for Melvin Jones Fellowships in addition to the CSFII recognition.
- Additionally, all gifts are tax deductible.

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- More important than the recognition is the human impact of your club’s commitment.
- Consider the average club of 32 members.
- If the average club wants to raise US\$100 per member they could be responsible for saving the sight of 533 children.
- If they want to be a Model Club and raise US\$400 per member, they could save the sight of 2,667 children!

- And if they want to impact the lives of more than 5,000 children, their per-member average would be only US\$1,000.
- Every club of every size has the power to make a tremendous difference!

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- The best way to ensure exceptional fund raising in your district or club is to start today.
- First, every club should establish a campaign committee to coordinate CSFII activities in their club.
- Next, help your club set a challenging goal.
- Begin fund raising by utilizing the Comprehensive Method.

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- Ask your club to consider becoming a Model Club.
- Promote MJFs as a great way to achieve high levels of giving.
- Consider your own personal gift to the campaign.
- Help identify potential Lead or Major Gift donors in your area.
- Be an advocate for CSFII to ensure that no Lion will go without hearing the inspirational message of SightFirst.
- Finally, communicate regularly with the CSFII leadership in your area to discuss concerns and share successes.

(SLIDE 30)

- The campaign has many resources available for your use.
- Please visit the CSFII Web site for additional information and materials.
- Also, contact the CSFII leadership in your zone and/or district for more information.
- With our help, millions of people from around the world will be able to see again or have their sight preserved.
- They are counting on us to continue the great work of SightFirst.
- Let's not let them down. Thank you.