



SUGGESTED SPEAKING POINTS FOR MULTIPLE DISTRICT AND DISTRICT CONVENTIONS

**(Accompanies the District/MD Convention 30-minute
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 some suggested speaking points that correspond with the District and Multiple District Convention PowerPoint #2. This presentation should last approximately 30 minutes. Please contact your CSFII coordinator or the CSFII office for current campaign statistics that should be included on the PowerPoint, as well as the 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.

- Another picture you should recognize is that of Helen Keller.
- In 1925, at an 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 is during that convention that Lions accepted her challenge to become “Knights of the Blind.”
- Since that day, Lions have served the visually-impaired community with remarkable success.

(SLIDE 3)

- In 1990, Lions around the world combined their efforts to launch a new program that would have an astounding impact on unnecessary blindness.
- This program is Lions most powerful sight-saving initiative: SightFirst.
- The SightFirst program is the world’s first coordinated global effort to battle the problem 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.

(SLIDE 4)

- 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, we 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.
- Lions can truly say that they have made an impact on the world.

(SLIDE 5)

- In the United States, SightFirst has benefited our communities in several ways.
- The Lions Eye Health Program, or LEHP, was instituted as a community-based public awareness initiative that promotes eye health.
- Currently, 2,800 Lions clubs in 32 states participate in LEHP.
- Recently, a US\$2 million SightFirst grant was approved to address uncorrected refractive error, like nearsightedness and farsightedness in the United States!

(SLIDE 6)

- With so much success, why do Lions need to embark on Campaign SightFirst II and why now?
- The World Health Organization has declared that the worldwide problem of blindness is once again 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.
- During the first campaign for SightFirst, Lions around the world, raised more than US\$143 million during Lions years 1992-1994.
- Since then, the money has grown to over US\$200 million through investments and subsequent donations.
- 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 7)

- 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.
- There is also a challenge goal of an additional US\$50 million to provide “Vision for All.”
- While Lions continue to fight major causes of preventable blindness, and also begin to take on new threats to sight, we must prepare for the future.
- Lions will continue to win the fight in the years to come through research, education and helping our most vulnerable populations.
- This brings the total campaign challenge goal to US\$200 million.

(SLIDE 8)

- CSFII has experienced early success and support, both worldwide and in many individual Lions clubs right here in CA I.
- In addition to the support of 7,000+ of your fellow Lions volunteering for CSFII, great financial success has been achieved.
- To date, XX% of clubs have participated by sending funds to LCIF for CSFII and the campaign has raised US\$XX,XXX,XXX worldwide.
- In the USA, XX% of clubs have participated and raised more than US\$X,XXX,XXX.

(SLIDE 9)

- Looking at our own area's progress, Multiple District XX has also shown great dedication to date.
- XX clubs have sent funds to CSFII, totaling US\$XXX,XXX.
- (if necessary) Finally, in our own District XX clubs have sent in funds to CSFII, totaling US\$XX,XXX.

(SLIDE 10)

- The funds raised to date are 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
- 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?

(SLIDE 11)

- There are many keys to successful fund raising.
- 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.

(SLIDE 12)

- 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 is payable over a three-year period. A US\$1,000 pledge is only US\$0.91 a day!
- 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.
- The club treasury also donates US\$250 per year for the next three years.
- Lastly, the club conducts one fund-raising event that brings in US\$500.
- They decide to conduct it 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, that club has now raised US\$5,000.
- See how easy it can be!

(SLIDE 13)

- 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 XXXX clubs around the world that have chosen to become Model Clubs.
- XXX Model Cubs 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.

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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.
- 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.
- The Helen Keller Knights of Sight program thanks individuals for their gifts.
- There are 6 levels of recognition ranging from a gift of US\$100 to US\$100,000.
- Remember all gifts are also eligible for Melvin Jones Fellowships in addition to the CSFII recognition.

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

(SLIDE 16)

- 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 18)

- The campaign has many resources available for your use.
- Please visit the CSFII website 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.