



TIPS FOR SUCCESS IN THE USA

Thank you for the role that you play as a leader in CSFII. We rely on you and your fellow leaders' unique knowledge of Lionism in your community. Each of us faces different challenges that require individual attention. Please apply the following suggestions, customized to your area, to ensure that we will raise the necessary funds to help those who suffer from preventable and reversible blindness.

- **Conduct Multiple District Meetings and District Evaluation Meetings**

Bringing together campaign leadership in each multiple district and district is an essential opportunity to celebrate successes, address challenges and discuss solutions. Bringing together campaign leadership can re-motivate volunteers and remind them they are part of a team.

- **A.C.T. monthly through Check-Ins**

When we All Communicate Together monthly, Check-Ins will provide current funds-raised statistics and will serve as a brief and regular form of communication. Ensure that GCs understand the process and encourage GCs and DCs to follow the guidelines concerning Check-Ins.

- **Assist group coordinators on club visits**

All levels of coordinators should work together to identify high-potential clubs in each district and arrange a personal visit to present the campaign. In addition to appropriately educating a high-potential club, accompanying GCs on a club visit will motivate them to actively visit their remaining clubs.

- **Promote the Model Club Program**

Identify high-potential clubs in each district and arrange for an influential leader to visit them and challenge them to become a Model Club. Use stories of successful Model Clubs as examples to other clubs in the region.

- **Lead by example in your own club**

It is important that campaign leaders at all levels lead by example by actively raising funds in their own club. It is easier to ask another club to participate in the campaign when your own club is active and committed.

- **Encourage personal pledges**

Personal gifts will play an important role in the success of our campaign. Encourage Lions to make their personal campaign pledge over three-to-five years. Remember that the Lions Code of Ethics asks Lions to "aid others by giving their substance to the needy." Personal gifts are an act of service.

- **Promote the Melvin Jones Fellowship Program**

Remember that all gifts to CSFII are eligible for the MJF Program. Giving a MJF bestows honor on an individual who has demonstrated their commitment to service and their role as a leader in giving sight to the blind. Encourage individual Lions and clubs to consider giving MJF gifts to the campaign.

- **Utilize influential area leadership**

Identify key past international presidents, international directors and/or past international directors in the area, and use their influence to encourage club activity. Discuss the promotion of CSFII with district governors, vice district governors and other district leaders and ask them to discuss the importance of CSFII during club presentations.

- **Promote CSFII at every district event and in all district publications and Web sites**

District and multiple district conventions are a great place for CSFII presentations and a campaign booth. All districts should be encouraged to include CSFII updates and announcements in all district publications and Web sites.

- **Encourage the establishment of Club Campaign Committees**

Coordinators should encourage all clubs to recruit a campaign committee. The committee should assist with the goal-setting process, utilize the comprehensive method and follow the campaign timetable. A club campaign committee is essential for creating activity and facilitating communication between clubs and coordinators.

- **Consider co-coordinator appointments or coordinator changes**

Appoint co-coordinators in areas where additional leadership is required or replace campaign coordinators if necessary. Ask district leadership for suggestions on co-coordinators and candidates for replacements. It is important to arrange timely and thorough training for new leaders.

- **Continue the goal-setting process**

It is essential that clubs continue to set challenging yet attainable goals. Remind your leadership of the importance of continuing to encourage clubs to set goals by using the Human Impact Brochure and Goal-Setting Guide.

- **Support clubs that are actively raising funds**

Clubs that are fund raising should be encouraged to follow the plan and employ all aspects of the comprehensive method. The success of these clubs can be used as an example to other clubs in the region. Encourage them to talk about the campaign with clubs that are not actively raising funds.

Remember to follow the campaign plan. It works!