



***We Serve***

The International Association of Lions Clubs  
(Lions Club International)

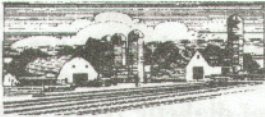
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## NOTES FROM THE BACK FORTY

This month I am going to share an article that was published by Lions Clubs International. I feel it has many good points. The topic is fundraising.

Fundraising projects are a *must* if Lions clubs wish to effectively sponsor humanitarian within their communities. Successful projects not only provide funds to carry out humanitarian activities, they also can provide an excellent opportunity for the community to gather socially.

Three elements are essential in any successful fundraising campaign: 1) proper selection of the project; 2) thorough organization, including a good publicity program, and 3) the enthusiastic support of the club and community.

When selecting a project, set a realistic fundraising goal. Be careful not to ask the public to contribute to something that only benefits club members. Be realistic by choosing a project the community will appreciate. This will generate greater support and achieve greater success.

No fundraising campaign can be successful without proper organization. Choose a responsible chairman and committee. Have them organize and develop a detailed plan. Be business-like and price the products, service or entertainment sensibly. But most of all, be professional. Publicize and advertise your event by using every available promotional tool. After the project is completed, show appreciation by thanking helpers and contributors. Remember the need for clean-up and prepare a summary report while the facts are still fresh.

The first ingredient of a successful fundraising campaign is the spirit and enthusiasm of the club members and local community. Nobody likes to beg for money, and the public does not like being begged for contributions. Be alert, and clear proposed projects with club members. Even if the final decision is made by the committee, take an opinion poll to get the reaction and ideas of club members. Their backing will lend great support to the project. Besides, they can contribute ideas and suggestions the committee might never have thought about.

Be wise by letting the community know why the club is raising funds and how these funds will be used. If there is a community calendar, check it. A conflict with other big events in the community can spell failure.

The same approach should be followed when the club has the opportunity to work with private and public companies as well as other organizations.

Through these steps, success can be realized. Remember, fundraising is important and careful planning will mean success!

Yours in Lionism,  
*D.G. Harold Godwin*