

# DISTRICT GOAL-SETTING GUIDE

## FOR LCIF COORDINATORS

Lions Clubs International Foundation (LCIF) alleviates suffering in times of disaster, develops responsible and engaged youth, builds healthier and more accessible communities, and lifts barriers to sight and hearing. Your role as an LCIF coordinator is critical to increasing our capacity to support this humanitarian work. By educating and motivating Lions to financially support LCIF, you expand the foundation's ability to fund projects that bring hope to people worldwide.

Establishing challenging yet attainable goals is a good practice. Goals provide a clear end point and allow for evaluation of progress on a regular basis. Some of you already may have established goals for your district. Please use this guide to translate those goals into a format that can be tracked and evaluated uniformly across your constitutional area. Finally, please continue to build a strong relationship with your district governor team by completing the goal setting process together.

**This guide provides a number of recommendations on how to:**

1. Determine an area's potential to support LCIF
2. Create an action plan for this Lions year
3. Establish realistic LCIF donation and activity goals

While many of these recommendations will apply to your area, there may be some that are less relevant based on your Constitutional Area or local Lions culture.

**Please use the following guide and corresponding reports to complete the online LCIF Goals Survey. A link to the online survey will be sent to you in a separate email.**



**Lions Clubs International  
FOUNDATION**

## How To:

The following boxes detail the six goal setting areas and the data available to assist you.

1. Study each of these boxes and the data provided.
2. Draft a plan and preliminary goals.
3. Schedule a meeting with your district governor team.
4. Present the draft plan to the district governor team.
5. Revise the plan and reach consensus.
6. Use the answers from each section to complete the online **LCIF Goals Survey**. A link to the online survey will be sent to you via email.

### GOAL #1

#### Club Visits

The most effective way to educate Lions about LCIF is by conducting club visits. Attempt to visit all clubs in your district each year. If this is not possible, please have at least one personal contact with club officers from each club, e.g. personal letter followed by a telephone call or a personal meeting to discuss LCIF with club officers when attending a district event together.

- Prioritize clubs by analyzing past levels of support and obtaining input from your district governor team.
- Visit clubs with a history of support first – thank them and encourage them to increase their giving this year.
- Conduct club presentations for large clubs or clubs that conduct successful fundraising events.
- Attend zone meetings to meet district leaders, schedule club presentations, and share information.
- **Record the number of clubs to be visited on the LCIF Goals Survey.**

### GOAL #3

#### District-wide Promotion and Education

It is critical to continually share information about LCIF initiatives.

- Publish regular updates about LCIF in your district newsletter and website.
- Include a link on your district website to the LCIF homepage ([www.lcif.org](http://www.lcif.org)) and post information including LCIF news/global updates, names of Melvin Jones Fellows, grant news, the LCIF Chairperson's monthly newsletter, and foundation facts.
- Schedule a promotional activity at the district or multiple district convention, e.g. seminar, booth, distribution of PR materials.
- **Record the number of articles to be published in your local newsletter and website on the LCIF Goals Survey.**

### GOAL #2

#### Club Participation

An effective way to build sustainable support is by increasing the number of clubs in your district that contribute to LCIF each year. Use the Club Participation Report to know what percentage of clubs in your district supported LCIF last year. Also, use the Club Health Assessment to quickly see which clubs did not support LCIF last year.

- With the input of the district governor team, prioritize the clubs in your district that do not yet support LCIF.
- Clubs should be prioritized based on their perceived potential.
- Include these clubs in your visit and outreach plan and prioritize them after the high priority clubs identified for Goal #1.
- **Record your percentage of Club Participation goal on the LCIF Goals Survey.**

### GOAL #4

#### Recognition Programs

Use the most appropriate LCIF recognition program to encourage additional contributions from clubs and individuals in your district.

- Create a strategy to keep clubs and Lions informed of their MJF credits.
- **Record on the LCIF Goals Survey:**
  - whether MJF/PMJF recognition events are scheduled during conventions.
  - whether regular reports will be made to clubs of their available MJF recognition credits.

Do not forget to ask your district governor team to publicly acknowledge gifts to LCIF. Consider organizing a special recognition event with the input and participation of the district governor team.

## GOAL #5

### Financial Contributions

Establishing a challenging but achievable financial goal for the coming year is important. Consider an increase of 5 – 10% or more, based on the potential in your district. For example, greater increases may be attainable based on recent membership increases or high contributions for special initiatives like One Shot, One Life, Campaign SightFirst II or following natural disasters.

- Set a goal for total donations from your district.
- Develop a plan for how to achieve this goal.
- Use data reports to assess trends in your district.
- Decide which donation type(s), i.e. district, club, personal, or non-Lion, you are best able to promote and increase.
- You may also choose to apply varying goals depending on the trends in your district.
- **Record your goal for Financial Contributions on the LCIF Goals Survey.**

## GOAL #6

### One Shot, One Life Contributions

Lions have expanded our commitment to fight measles and rubella through 2017. The global goal for One Shot, One Life is to raise US\$30 million to ensure access to measles and rubella vaccines for children in the neediest countries of the world. These funds will be matched through the GAVI Alliance (with funding from the Gates Foundation and the United Kingdom's Agency for International Development).

- Set a goal for One Shot, One Life donations that is appropriate to conditions in your district.
- Keep in mind that maintaining balance is critical to raising funds for both undesignated programs and special initiatives.
- **Record your One Shot, One Life goal on the LCIF Goals Survey.**

### RECAP OF DONATIONS REPORT

The Recap of Donations Report lists all donation activity within a given district in alphabetical order by club. The report lists both club gifts and gifts from individual members. Please note that donor names should be kept confidential and are provided for your use as LCIF coordinators only. The report also shows whether the gift was directed to a particular program or fund and what types of recognition were provided; for example, a gift might be shown as designated to 'Sight Programs,' 'Measles Vaccination,' 'Area of Greatest Need,' 'Contributing Member Silver' etc. The Recap of Donations separates gifts by quarter for each Lions' year, with a sub-total for each quarter at the end of each district report. A complete total for each district and the multiple district can be found at the end of the report.

### STATUS OF INSTALLMENTS REPORT

The Status of Installments Report lists all unused MJF and PMJF credits within a district, alphabetically by club. The report lists only those clubs that have credits or members with credits; clubs that have no credits will not be shown. Credits belonging to individual members are listed by the member's name and ID number; credits belonging to clubs and districts are listed as 'unnamed'. A subtotal of credits is given at the end of each district listing.

### MJF/PMJF LIST

The MJF/PMJF List is a list of all individuals who have received a MJF or PMJF within a district, alphabetically by club. The report shows the date the individual first received an MJF, the number of PMJFs the individual has (if any), and the date the most recent PMJF was received. Please be aware that some Melvin Jones Fellowships may be planned for future presentation and should not be made public in your district until after the presentation. Also, please note that individuals who have received MJFs or PMJFs, but who are not Lions, are listed separately and cannot be linked to a club. This listing must be requested separately from your LCIF staff liaison.

### DISTRICT COORDINATOR GOAL REPORT

This report lists every district coordinator by MD and CA. It includes figures for the total amount raised year to date for the current fiscal year, the total amount raised by the same date during the previous fiscal year, and the total amount raised for the entire previous fiscal year. It also shows whether or not the amount raised during the current year is an increase or a decrease over the amount raised at the same date during the previous year. These figures allow DCs and MDCs to easily compare this year's fundraising totals to the previous year's totals, so that they can track their progress and make any necessary adjustments. The report also shows the fundraising figures for the previous three months, so that coordinators can spot trends. Finally, it lists the goal amount submitted by each coordinator and the percent of that goal that has been achieved, year to date. This report is updated each month and posted online. Search "TFR Goal Report" at [www.lcif.org](http://www.lcif.org)

### CLUB HEALTH ASSESSMENT

This report indicates the current status of all clubs in your district, including number of members, charter date and whether membership is increasing or decreasing. The report also shows cumulative giving to LCIF during the fiscal year. Use it to identify clubs with potential to support LCIF.

### CLUB PARTICIPATION REPORT

This report lists the total number of clubs in each district, the number of those clubs that have made a donation to LCIF so far in the fiscal year, the percentage of clubs within the district that have donated, and, finally, the cumulative amount of those donations. Please note, clubs must have donated at least US\$100 to be counted as participating clubs for the purposes of this report. This report is updated each month and posted online. Search "Club Participation Report" at [www.lcif.org](http://www.lcif.org)

# LCIF GOAL-SETTING RESPONSIBILITIES

District coordinators are responsible for establishing LCIF goals as well as implementing and conducting activities to achieve them. The district governor team can lend their support and play a large part in encouraging local Lions to do their best. The following table outlines the responsibilities that both the district governor and LCIF coordinator should address to ensure LCIF goals have the best chance of being met.

	LCIF District Coordinator (DC) Responsibilities	District Governor (DG) Responsibilities
<b>LCIF Club Visit Activities</b>	<ul style="list-style-type: none"> <li>✓ Conduct at least one club visit each month</li> <li>✓ Inspire Lions to serve both their local and global community through LCIF</li> <li>✓ Thank Lions for their past LCIF support</li> <li>✓ Request and encourage future LCIF support</li> </ul>	<ul style="list-style-type: none"> <li>✓ Incorporate local and international LCIF news into your remarks during club visits and district events</li> <li>✓ Thank Lions for their past support of LCIF and remind them of LCIF's important work</li> </ul>
<b>Promotional Activities</b>	<ul style="list-style-type: none"> <li>✓ Ensure information about LCIF is presented at the district convention and other regional events</li> <li>✓ Share important LCIF statistics and local data with the district governor</li> <li>✓ Ask the district governor for an opportunity to provide regular LCIF briefings during the district cabinet meeting</li> </ul>	<ul style="list-style-type: none"> <li>✓ Provide promotional opportunities for the LCIF coordinator and provide an opportunity to recognize supporters of LCIF at district conventions and events</li> </ul>
<b>LCIF Contribution Goals</b>	<ul style="list-style-type: none"> <li>✓ Using LCIF data, set a contributions goal increase of 5 - 10% or more above an average year of contributions to LCIF from your district; in some areas, this may mean an increase of one new MJF</li> </ul>	<ul style="list-style-type: none"> <li>✓ Be knowledgeable of the district's past giving history to LCIF and assist the LCIF DC in meeting the increase</li> </ul>
<b>Leadership Activities</b>	<ul style="list-style-type: none"> <li>✓ Establish LCIF district goals with input from the district governor</li> <li>✓ Be knowledgeable of the LCIF grant history</li> </ul>	<ul style="list-style-type: none"> <li>✓ Assist the LCIF DC in establishing goals</li> <li>✓ Request regular reports from the LCIF DC during cabinet meetings</li> </ul>

## FREQUENTLY ASKED QUESTIONS

### Why is there an increased focus on LCIF?

Lions are engaged in more initiatives that would not be realized without support from LCIF. To meet this increased demand for support, the Board of Trustees approved global goals that increase LCIF fundraising incrementally until an annual total of US\$50 million is reached by 2018.

By setting both financial and activity goals, local leaders will help create a stronger foundation that is better understood and better supported. This will allow LCIF to expand its capabilities and help more people in need of Lions service.

### Who is responsible for the goals and what happens if they are not achieved?

District coordinators are responsible for establishing goals and implementing activities to achieve them. Locally set goals give focus to any effort and all Lions districts and MDs are encouraged to set challenging, yet attainable goals. In areas where goals are not achieved, review will be made of what activities were conducted and how assistance from Lions leadership can be prioritized in future years. While it is important to meet the established goals, they are only targets and are not binding. This plan is designed to be flexible and implementation may vary by region or culture.

### My club is concerned about local service projects only. Why should we support LCIF?

As members of Lions Clubs International, Lions belong to a global network. This network allows Lions from around the world to support each other in large projects that could not be accomplished by an individual club or district. LCIF is simply our device to help Lions and those in need of humanitarian service.

LCIF grants have been distributed to all areas of the Lions world and districts are encouraged to learn more about the grant programs and apply for assistance for eligible projects. Request an LCIF "Grant History" report for details on the grants that have been received in your area.

### What does LCIF "participation" mean?

In this context, "participation" means that an individual, club or district made a donation to LCIF. This may be an outright donation, an installment toward an MJF or Contributing Membership or proceeds from an LCIF fundraiser. Unfortunately, many clubs and even districts may go an entire year or more without participating.



Lions Clubs International  
**FOUNDATION**

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