

The LCIF goals focus on *participation, fundraising, and advocacy*. By setting goals around these three data points, you are contributing to LCIF's goal to empower the service of Lions.

PARTICIPATE

Engaging Lions to Support LCIF

QUICK TIP

▶ Participation is the cornerstone of Campaign 100. Your support in setting goals to engage more Lions as donors to LCIF will make our effort to raise US\$300 million more successful. As more and more Lions support LCIF, their fellow Lions will be motivated to do the same—we set the example as leaders and Lions worldwide will also follow suit!

Goal Statement:

By the end of the 2019-2020 fiscal year, _____% of Lions in my district will understand the impact of our Foundation and demonstrate their support with a donation to LCIF.

Action Items

Check all that apply:

- I will support my LCIF District Coordinator to educate Lions about LCIF and maximize participation of Lions in Campaign 100: LCIF Empowering Service.
- My district will promote members giving \$2 each week to *Campaign 100: LCIF Empowering Service*.
- I will lead by example and personally support LCIF with an annual donation of _____.
- Additional action items to achieve this goal:

FUNDRAISE

Setting Ambitious Goals for Campaign 100: LCIF Empowering Service

QUICK TIP

▶ Setting fundraising goals motivates Lions to support Campaign 100 and increase donations to LCIF so more funding is available to empower Lions service! Break your goals down into bite-sized pieces to achieve small wins throughout the year. Celebrating these wins builds excitement and momentum to meet and exceed your overall goals!

Goal Statement:

During the 2019-2020 fiscal year, I will partner with our LCIF District Coordinator to raise US\$ _____ to support Campaign 100: LCIF Empowering Service.

Action Items

Check all that apply:

- My district will raise US\$ _____ to support *Campaign 100: LCIF Empowering Service*.
- My district will secure _____ Model Club commitments for *Campaign 100: LCIF Empowering Service*.
- My district will recruit _____ new Melvin Jones Fellows this year.
- My district will recruit _____ 100/100 Clubs this year.

Additional action items to achieve this goal:

ADVOCATE

Promotion of LCIF Grants to Support Service Projects

QUICK TIP

▶ **Advocating for LCIF builds awareness of the Foundation’s role in Lions service. By setting advocacy goals, you help to support and amplify the importance of LCIF and in the process, you are educating Lions about ways to support our work as well as to get support from LCIF in the form of grants.**

Goal Statement:

During the 2019-2020 fiscal year, _____% of clubs in the district will report their service projects via MyLion Web or MyLCI.

Action Items

Check all that apply:

- My district will educate our Lions about the expanded Global Causes for LCIF and grant opportunities available to us.
- I will include messaging about LCIF in every visit I make as District Governor.
- For ALL grants awarded to my district, I will ensure 100% of project reports are submitted on time to LCIF to remain in good standing for future funding.
- Additional action items to achieve this goal:

CUSTOM IMPACT

Create your own specialized goal and action plan

- Custom goal and action items**