

Current Project - "Lions Eyes Across California"

The following guidelines are a baseline of actions and considerations to be taken by Districts to participate in "Lions Eyes Across California" project. Districts may determine equally qualified ways to meet project objectives. Please advise "Lion's Eyes Across California" via e-mail "LIONEYECA@GMAIL.COM" of any such alternate actions.

Goal: To advertise and bring awareness to Lionism - Melvin Jones, involve communities, service groups, business leaders, government leaders, to increase membership, collect eyeglasses, and begin an early celebration of Lion's Centennial.

Guidelines:

- 1) Participate on date as provide by MD4 Council of Governors - Date 3 / 28 / 2015
- 2) Use up to \$1400.00 Grant money for advertising only. No matching funds needed. Must present receipts.
- 3) Provide a central contact person in your District to work with MD4 Lions Eyes Committee –Typically 1st VDG
- 4) Need at least one club in a District to participate to qualify
- 5) Districts may also combine resources together to hold a joint event to qualify
- 6) Locate an easy walk up or drive up venue or venues in your District for Public access.
This can be held at your clubhouse, school, church, community center, Chamber of Commerce, a parking lot at a chain retailer: Target, Walmart, Vons, Safeway, Home Depot, Lowes, outlet mall, etc
- 7) Set up tables and/or booths to display Centennial information, Lion's Melvin Jones information, eyeglass collection and any local, national and international projects, and a membership information table. Make it festive and attractive looking – balloons, banners, signage, music, announcement bull horns.
- 8) Encourage local business, news and radio to partner and joint advertise with you. They may offer to provide free tickets, services, food to the public that participate and bring glasses. As well as you may offer free food (coffee/donuts/hotdogs/etc.) to the Public who drop off glasses. For example for those that bring in 3 or more eyeglasses, they receive a donut and beverage or if they bring in 6 or more, they will receive a hot dog and a beverage.
- 9) Encourage other Lions support groups to run tables or prepare and serve food - 4H, FFoA, Scouts – Boys and Girls, LEOS, Campus Club Members, Lioness, VFW, etc.
- 10) Encourage other community service groups to participate as able – Food Bank Organizations, Wounded Warriors, Blind Support Services, Senior Health Care Services – Alzheimer's, etc
- 11) Be politically neutral but look for local government leader's support at city, county, state level. Call their offices to advise of event and provide open invitation to them or staff - "if appropriate:" Also, see if they are interested in providing a letter of commendation in support of Lions 100th year celebration.
- 12) Advertise event in local Newspapers at least a week in advance - get in Sunday edition.
- 13) Advertise event on Radio at least three (3) days in advance and on day of event
- 14) Use local Radio and Newspapers for their Public Service Announcements (PSA's) advertising
- 15) Report number of new members, eyeglasses collected on "Victory Form" to MD4 Program Committee within 10 days to "LIONEYECA@GMAIL.COM"
- 16) For reimbursements, submit advertising receipts to MD4 Lions Eyes Committee Finance Officer "LIONEYECA@GMAIL.COM" within 15 days. The earlier you submit the faster checks can be processed.