

# VISION DAYS



## “HOW TO GUIDE”

for Lions, Lioness and  
Leos throughout  
Delaware,  
District of Columbia  
and Maryland





## TABLE OF CONTENTS

Our Mission	4
Set Your Dollar Goal	6
Lions Vision Days Checklist	7
Sharing Your Message	10
Samples	12
Who We Are	19



# Our Mission



Lions throughout the nation have raised millions of dollars through Lion Vision Days (formerly Candy Days). In the following pages you will find the information required to enable you and your club to raise an unlimited amount of money with minimal effort. Just follow the suggestions.

Lions Vision Days is a positive, proven program used by Lions Clubs to support their favorite projects. Multiple District 22 has dedicated this fundraiser to benefit the Lions Vision Research Foundation. Without exception, Lions clubs that follow through with the Lions Vision Days program will report solid benefits. Lions Vision Days yields top returns, increases membership, builds attendance, expands community awareness, widens your clubs' sphere of influence, and adds interest and enthusiasm in participating Lions clubs.

## Lions Vision Days is the ideal way to raise funds.

There is **no investment** in trifold handouts for the campaign. The handout you order is shipped to the district chair person before Lion Vision Days. **Your club is responsible for using these handouts to raise funds for the Lions Vision Research Foundation.**

There is nothing to sell. You give away handouts in exchange for contributions. Simply follow the step by step instructions and you will reach your goal.

## WHERE TO START

This guide provides complete instructions for organizing people, underwriting, ordering and distributing supplies, and generating publicity to assure community awareness of your campaign.

It is tailored specifically to the needs of the Lions Clubs preparing for a successful Lions Vision Days campaign. The method has been tested and proven for many years and provides precise recommendations that you follow for an outstanding campaign. This guide offers simple workable answers for every step of your LIONS VISION DAYS program. This includes a calendar for launching various sections of the campaign. Follow these directions, each step of the timetable and you will succeed.

Begin by designing a plan that is best for your club. It is absolutely essential that the King Lion select the proper member to serve as VISION DAYS CHAIR. It is advisable, but not essential, that a Vice Chair, Publicity Committee Chair, Manpower Committee Chair, and Materials and Equipment Committee Chairs be appointed. Whether or not these committees will be appointed, depends upon the club resources. However, the functions of these committees must be performed.

With the proper combination of energy, enthusiasm and hard work, along with organization and attention to detail, you will attain your Lions Vision Days objectives.

**Note:** LVRF is no longer paying for candy for distribution. Clubs are discouraged from using this method, and many clubs are exploring other handout items such as balloons, pencils, etc at their own expense, while others (including entire Districts) are only handing out the Lions Vision Center trifold information brochures.

**Note:** The **second Friday and Saturday in October** are designated as official Lions Vision Days. The **second Friday and Saturday in April** are Alternate Dates. For clubs where these dates present a conflict any alternative date is acceptable. Just be sure to participate. One local club was not able to do both Friday and Saturday due to the store restrictions, so worked Saturday only. In a resort community, this turns out to be a 'good' thing!



## Then prepare to accomplish the following tasks:

- 1. UNDERWRITING.** Prior to Lions Vision Days, contact businesses and friends asking that they contribute \$20 - \$50 to campaign. With a good job of underwriting, all Vision Days contributions is **clear profit**.
- 2. PUBLICITY.** Generate a barrage of LIONS VISION DAYS publicity in the community via local press and posters. This creates the climate that makes it easy to get contributions, as well as getting publicity for your clubs.
- 3. MATERIALS AND EQUIPMENT.** Order all promotional supplies from: LVRF ( see contact info on back of booklet). Further see that this is turned over to the proper person in plenty of time and that **all Lions, Lionesses, Leos and other volunteers are supplied** during Vision Days. Each club will be contacted concerning their needs.



It takes **planning, organization and effective work** by many people to make things happen. Give each person the help and encouragement to follow through on their jobs.

**Keep club members informed** on what is happening on Lions Visions Days preparations. Tell them at every meeting, in every newsletter - **OFTEN! Keep enthusiasm climbing.** Give them specific information on the benefits from Lions Vision Days and why you need their help.

Remember the **POEMS** formula for success (**P+O+E+M=S**)

**P - Publicity O - Organization E - Enthusiasm  
M - Manpower (People Power!) S- Success**

### Ninety (90) Days before the Event

Get the entire organization energized. Review the tasks to be accomplished. **Set your dollar goal!** Obtain the necessary permits and ordinances. Secure permission from store owners at locations selected for collection.



### Sixty (60) Days before the Event.

#### UNDERWRITING

- ( ) Contact local businesses to **promote sponsors** for the Lions Vision Research Foundation at the Wilmer Eye Institute.

#### PUBLICITY

- ( ) Have Mayor or Council President issue a **LIONS VISION DAYS PROCLAMATION** (see sample at end of book).
- ( ) Begin taking pre-Lions Vision Days photos

#### MANPOWER (PEOPLE POWER)

- ( ) Compile worker Lists
- ( ) Prepare plans for approved locations to be used on Vision Days

## MATERIALS AND EQUIPMENT

- Check supply and orders for Lions handouts, aprons, buckets (or jars), posters, and all other items.
- Arrange for locations where supplies will be distributed and where cash can be turned in for deposit.

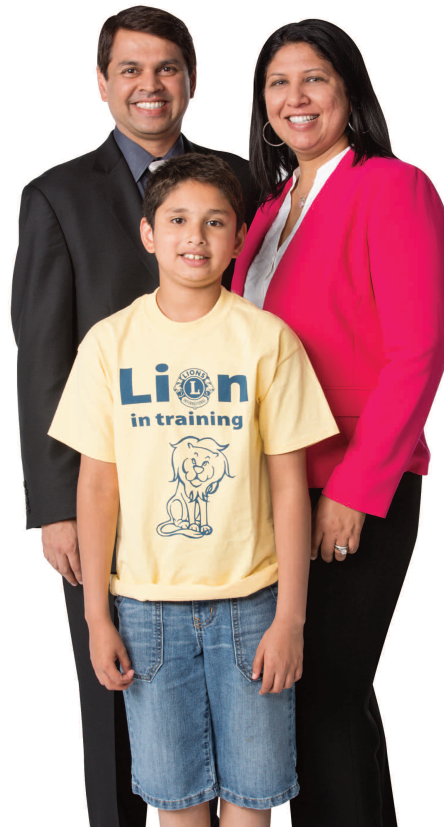
## **Thirty (30) Days before the Event**

Stress importance of completing preparations.

- Meet with committee. Make sure it is effective.
- Answer questions and **continue to build enthusiasm**

## PUBLICITY

- Contact local **radio, TV stations and newspapers** on using Lion Vision Days photos and articles
- Seek permission from merchants to place Lion Vision Days posters in windows. Recheck permission to collect outside their businesses.
- Keep up a steady barrage of publicity in all media.**



## **Fifteen (15) days before Event** (approximately)

At the last regular Club meeting before Lions Vision Days

- Stimulate discussion (answer all questions).
- Make certain all workers understand the campaign.
- Check to insure that supplies are available, sufficient workers are scheduled, and that media coverage is on track.

## **Five (5) Days Before Event**

- Whip up enthusiasm
- Advise workers where to pick up supplies.
- Inform workers how to handle money and reports.

## **ON LIONS VISION DAYS**

- Check all locations
- Have sufficient supplies on hand
- Have plenty of help
- Arrange for a roving supply car
- Take numerous pictures
- Save all newspaper stories for files.

## PUBLICITY

Publicity is a crucial part of your Lions Vision Days campaign and will greatly increase returns. District wide publicity is channeled through a central committee, however, it is important that each club take responsibility for coverage in its community. You will be supplied with signs, and this guide provides newspaper, radio and TV copy. Your job is to get it in the proper hands to ensure its use.

### City or town Editors

You will greatly improve your chances of your release being printed or used on radio or TV if you hand-carry it to the proper person and explain your purpose. Spend a few minutes explaining Vision Days, what the foundation is doing and what your Lions club is doing in the community. It will pay dividends.

### Radio and TV Spot Announcements

Millions of dollars in **free radio and TV time are available** with public service announcements. Go to your local station and record your announcement or seek the help of an announcer friend or the program director to read your script for you. Ask the TV station to prepare a slide on Lions Vision Days to show with your announcement.

### Photographs

A sharp well thought - out photo dramatically highlights your Vision Days Campaign. In programming your publicity activities, take careful aim at the benefits of good photos to accompany news releases and feature articles. The photos should be technically correct, so use a professional photographer, if possible. Take the right pose to tell the story. Take a picture of the Chair presenting the check to LVRF during the annual rally. Attach a caption on the back of the photo with tape. The caption should identify everyone in the photo, from left to right, and briefly but clearly, describe the occasion.

## PROCLAMATIONS

Have the Mayor or City Official proclaim Lions Vision Days and have the newspapers photograph them getting the first club handouts along with the Proclamation. A suggested wording for the Proclamation is included in this guide. These Proclamations are needed to help with public relations throughout the multiple district. They should be obtained early to provide sufficient time to make reproductions for display and public relations use.

## FACT SHEET

Prepare a fact sheet for your Lions Vision Days Program describing what it is and whom it helps. Be specific in the support your club provides the Lions Vision Research Foundation. Add a list of other projects that are supported in the community.

## SUMMARY

The proper combination of energy, ideas, and Lions will pay off with heightened awareness of Lions Vision Days in your community.

**Note:** It is important that all materials, such as aprons, canisters and posters, used in conjunction with Vision Days be collected and retained in a central location for next year.

## AFTER THE EVENT

- ( ) Be a GOOD neighbor to your community! Send a letter of thanks to the editor of the paper - thanking the community & the businesses for their support
- ( ) Show your appreciation to the businesses that supported you. Invite them to come to your meeting(s) and present them with a certificate of appreciation.



Date  
(one month prior  
to Vision Days)

Please use and edit so best 'fit' your location.

**Your Club**

Your Club Mailing Address

To: STORE NAME

Subject: Lions Vision Days (Insert Date)

As you are probably aware, each year the (XXX) Lions Club participates in the Lions Vision Days campaign to support the Lions Vision Research and Rehabilitation Center at the Johns Hopkins Wilmer Eye Institute.

Once again we are calling on you to allow us to use your business location as a "base" to collect funds in support of this worthwhile cause. Attached you will find more details about this program (attach copy of brochure about LVRF). On Friday, (Date) (9 a.m. - 6 p.m.) and Saturday, (Date) (9 a.m. -3 p.m.) Lions club representatives will be stationed in front of your business (es). They will have a canister in hand to collect donations and handouts to offer to everyone. Each Lion will work a (three) hour shift. We would also like to place a sign identifying our organization/program. Lions have a reputation of being very "soft sell." Your customers will not feel pressured or intimidated. This has always been a very successful program that the community looks forward to.

We would also like to offer of "base" locations the opportunity to be a \$XX sponsor of the event. In return you will receive exposure on local radio newspapers and cable T.V., being recognized as a sponsor plus the gratification of helping in the research to benefit our neighbors with low vision.

All monies collected go directly to the Lions Vision Research Center at the Wilmer Eye Institute. We will also be collecting used eyeglasses, and hearing aids, which is an ongoing project for us. Thank you for your continued support.

Sincerely,

(Year) Vision Day Chair

(XXX) Lions Club

\_\_\_ Yes, you may use our location as a base for Lions Vision Days.

\_\_\_ Yes, we would like to sponsor Lions Vision Days for \$XX.

Authorized Signature : \_\_\_\_\_

Store Name

Amount Enclosed \$ \_\_\_\_\_

Make Check payable to the XXX Lions Club.

**Sample News Release**

(XXX) Lions Club Planning for annual Vision Days, (Date)

The (XXX) Lions, along with hundreds of Lions, Lionesses, Leos and friends throughout the states of Maryland, Delaware and the District of Columbia, will be out collecting donations on (Date). They will greet the public with open arms and brilliant smiles all decked out with their bright yellow or gold aprons and service hats. The occasion will be the annual Lions Vision Days held throughout the region in support of the Lions Vision Research and Rehabilitation Center at the Johns Hopkins Wilmer Eye Institute, Baltimore, Maryland.

The Lions Vision Research and Rehabilitation Center has research scientists and clinicians working together to develop and implement new methods and technology for improving the quality of low vision patients' lives. We are pooling our resources with the help of our generous contributors to support their work and to care for visually impaired people in our area. This is the \_\_\_\_\_ year that the (XXX) Club has participated in this project, and asks for the same generous public support that we have enjoyed in the previous years.

## MEMO



To: (XXX) Lions Club

From: Lion (xxx xxx)

Subject: Preparation Report - Lions Vision Days (Year)

I hope everyone is 'roaring' to collect donations this weekend! It looks like everything is in place for this to be a very successful Lions Vision Days campaign.

**Dates/Times:** Friday, (month, day, year) (9 a.m. - 6 p.m.)

Saturday, (month, day, year) (9 a.m. - 3 p.m.)

**Locations:** LIST ALL LOCATIONS INCLUDING ADDRESSES

**Contributions:** LIST ALL SPONSORS AND STATE COMMITTED OR RECEIVED

**Public relations:** Press releases to:

XXX Newspaper

Public Service Announcements: WWWW, WJWL, WDEL,  
(list your radio, TV station call letters.

**Inventory:** All locations will be supplied with: Handout LVRF Brochures,  
Posters, Canister(s), Aprons, Baggies for collection

**Day of Event:**

**Please remember to wear your Lions name badge, (club shirt) (yellow Lions vest), and or cap.**

Lions who are working the first shift, please pick up supplies at the (Name location) by (state time). Please remain at your location until you are relieved. A fellow Lion ( name ) will periodically stop by to pick up contributions and replenish supplies, as needed. They are available by cell phone at (###) ###-####.



## Sales and other tips

- 1 Please do not stereotype people. Experience has taught us that we're not always good judges of who may or may not contribute. Remember every penny helps! Give everyone their opportunity to contribute. You just may "Make their Day."
- 2 Be courteous, smile and thank everyone.
- 3 Suggested greeting: Good morning (afternoon) (with a pleasant smile). Today we're collecting donations for Lions Vision Research Center at the Johns Hopkins Wilmer Eye Institute. Would you like to help? THANK EVERYONE! Take the opportunity to let people know we are collecting new/used glasses and hearing aids.
- 4 Remember that it never hurts to take the time to let people know what your Lions club is all about. If they ask questions, answer to best of your ability. Always keep your eye out for potential members - you never know.



## Sample Radio Spots

(XXX) Lions Club Public Service Announcement for airing week of the event

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

### 15 Second Spot # 1

EYESIGHT IS MUCH TOO PRECIOUS TO LOSE. HELP FUND LOW VISION RESEARCH AND SERVICE PROGRAMS BY SUPPORTING LIONS VISION DAYS (DATES). LOOK FOR THE LIONS IN YOUR COMMUNITY AND GIVE GENEROUSLY. BE SURE YOU RECEIVE A BROCHURE WHICH EXPLAINS HOW LIONS VISION RESEARCH FOUNDATION SERVES YOUR COMMUNITY. THE (xxx) LIONS CLUB - WE SERVE!

### 15 Second Spot # 2

ON (DATES), LIONS, LIONESSES AND LEOS FROM MANY COMMUNITIES WILL STAGE THEIR ANNUAL LIONS VISION DAYS IN SUPPORT OF THE LIONS VISION RESEARCH CENTER AT JOHNS HOPKINS WILMER EYE INSTITUTE IN BALTIMORE. HELP TO SERVE THOSE WITH SEVERE VISION IMPAIRMENT. GIVE GENEROUSLY ON (DATES) WHEN YOU SEE A LIONS CLUB MEMBER.

### 30 Second Spot # 1

EVERY DAY THOUSANDS OF PEOPLE STRUGGLE IN A WORLD WHICH THEY CANNOT SEE. CARE AND REHABILITATION AT THE LIONS VISION RESEARCH AND REHABILITATION CENTER OF THE JOHNS HOPKINS WILMER EYE INSTITUTE IN BALTIMORE HAVE HELPED MANY OF THOSE SIGHT IMPAIRED PEOPLE TURN THEIR LIVES AROUND. YOUR LOCAL LIONS CLUBS SUPPORT THIS CENTER WITH YOUR HELP. GIVE GENEROUSLY ON (DATES) WHEN THE LIONS ASKS FOR DONATIONS. LOOK FOR THEM AT STORES, BANKS AND AT INTERSECTIONS IN YOUR NEIGHBORHOOD.

### 30 Second Spot # 2

AN OCEAN SUNRISE, FIREWORKS LIGHTING UP THE SKY, A DOZEN RED ROSES, THE DAILY NEWSPAPER, FOR THE MILLIONS WHO BECOME BLIND THIS YEAR, THESE SIGHTS WILL BE ONLY A MEMORY. LIONS CLUBS ARE HELPING MANY OF THESE PEOPLE COPE WITH THEIR CONDITION THROUGH LOW VISION RESEARCH CENTERS SUCH AS THE LIONS VISION CENTER AT THE WILMER EYE INSTITUTE IN BALTIMORE. SUPPORT YOUR LOCAL LIONS IN THEIR LIONS VISION DAYS FUND RAISING CAMPAIGN ON (DATES).

## Sample Proclamation Wording

### PROCLAMATION

WHEREAS, a major humanitarian endeavor of the Lions Club has for many years, been the raising of funds for assistance of community projects; and

WHEREAS, the public response has been generous, with the results that great aid and comfort have been made possible for many citizens; and

WHEREAS, Lions Vision Days will be sponsored in our community (state) on (month, date, year).

NOW, THEREFORE, I (name), MAYOR of (City/Town) (or State/Governor, County/ Executive) do hereby proclaim the period (Month, dates, year) to be Lions Vision Days, and urge all citizens to take cognizance and support the Lions in helping our community.

Dated this (date) of (month), (year).

Signature/ Seal

NOTE: The second Friday and Saturday in October (dates) are designated as official Vision Days, the second Friday and Saturday in April (dates) are alternate dates. For clubs where these dates pose a conflict any alternative date is acceptable. Just be sure to participate!





Multiple District 22 Lions Vision Research Foundation,  
P.O. Box 1714, Baltimore, MD 21203

Phone 410-680-8686, Administrative Core Hours, Wed-Fri 10 am - 4 pm  
[www.lionsvision.org](http://www.lionsvision.org)

This Booklet is Proudly reproduced by MD22's International Family: PIP Clement F. Kuisak,  
ID Richard Liebno, PID Alan "Ted" Reiver, PID Joseph F. Gaffigan and PID Darley T. Travers

Date: July, 2002, Revised, August 2015