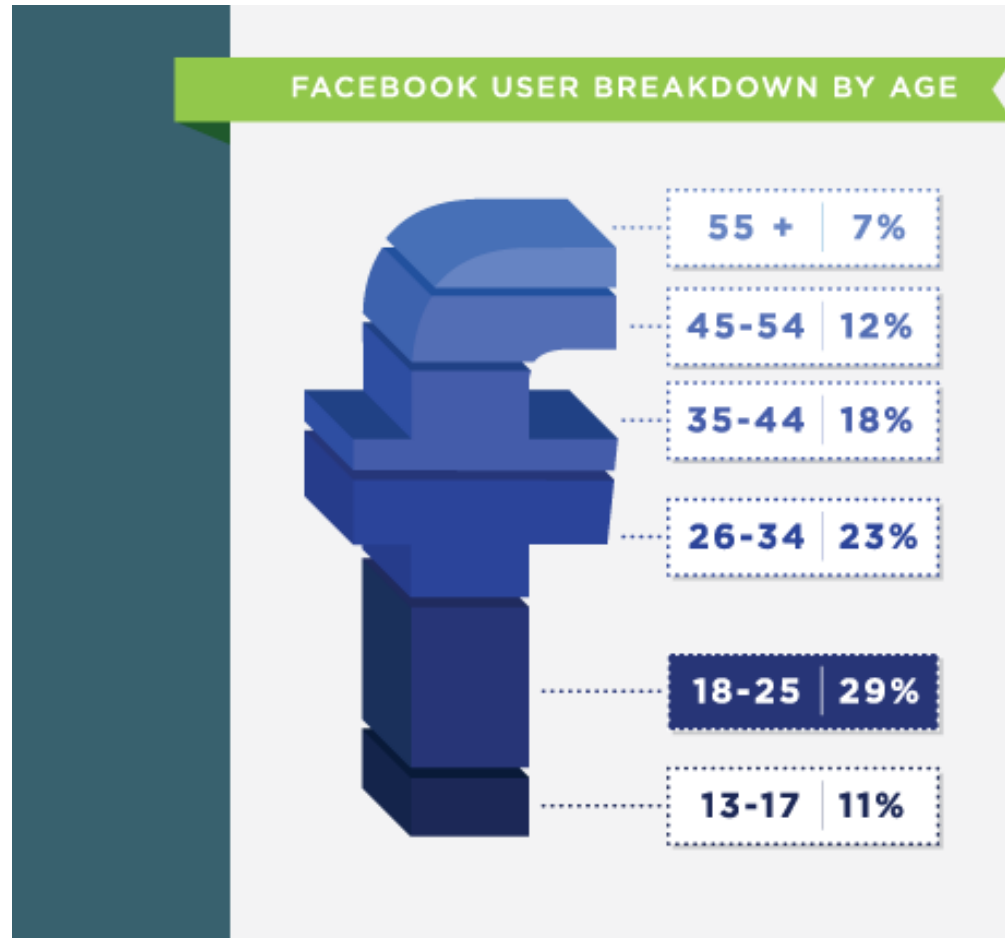




Facebook and the Clubs of District 20W

Who uses Facebook?



Lions Brand



Facebook is another tool in our “toolbox” to use.



1. Make it appealing.

- Use a Facebook “Page” for your club, not a personal Facebook Page.
- Choose an appealing cover image and correctly-sized logo for your profile image.
- Post pictures using the Lions brand
- Quality over quantity



Saratoga Lions



Barbara

Home

Create



Page

Inbox

Events

Notifications ⁵

Insights

Publishing To...

More ▾

Settings

Help ▾



Saratoga Lions

@saratogaspringslions

Home

About

Photos



👍 Liked ▾

📡 Following ▾

🔗 Share



Send Email ✉



2. Post quality content regularly

- Create an event page and share it
- Post events with pictures, before & after
- Post about what you're doing in the club
- "Tuesday Tips", "Throwback Thursday"

Because Hunger Doesn't End With the Holidays

On Saturday, January 19, 2019 from 9AM - 3PM

The Saratoga Springs Lions club will be collecting food at various locations around the city to restock our local food pantries.

8 PANTRIES WE'RE ASSISTING:

- Franklin Community Center Pantry
- Wilcox Food Pantry
- St. Clare's Church Pantry
- Saratoga EDC
- New England Congregation
- Presbyterian Church and Salvation Army Pantry
- Shelters of Saratoga

COLLECTION LOCATIONS:

- Home Depot on Wood Avenue
- Price Chopper on Railroad Place
- Price Chopper or Railroad Avenue
- Market 32 by Price Chopper on 10th St



 saratogalionsclub.com





3. Invite others to the page

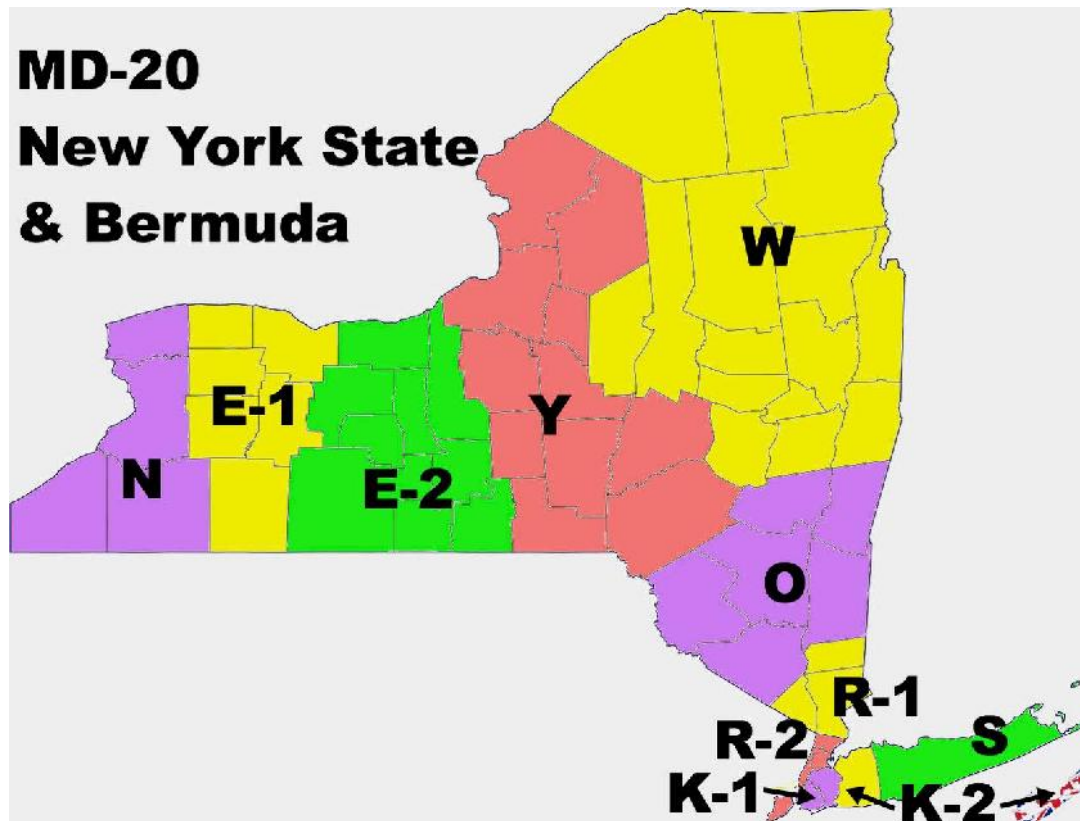
- Invite people who “Like” your posts to “Like” your page.
- Invite your personal friends
- Invite club members to “Like” your page
- Share posts on your personal Facebook page.



Pages to Follow:

- Lions Clubs of District 20W
- MD20 Lions of NYS and Bermuda
- Lions Clubs International
- Gudrun Yngvadottir – Lions Clubs International President
- Lions KidSight USA Foundation
- Lion's Defense Against Diabetes
- American Association of Diabetes Educators

#District20W





Campaign 100

A Campaign to Empower the Service of Lions

PDG Paula Flisnik, MJF
LCIF District 20-W Coordinator

50 Years of Impact



In June 2018 LCIF celebrated its 50th anniversary

1 Billion

**US DOLLARS
GRANTS
AWARDED**

**9.1
Million**

**CATARACT
SURGERIES**

**118
Million**

**US DOLLARS IN
DISASTER RELIEF**

**16
Million**

**CHILDREN SERVED
BY LIONS QUEST
PROGRAM**



What are the Campaign's Objectives

Fundraising Objective: US \$300 million

Increase Service

Fight Diabetes

Expand Global Causes

Your Donation

**Every dollar you give is returned to Lions
\$1.00 for \$1.00**

**What is used for LCIF expenses?
Interest from bank accounts and investments**

District W (W & Y2) Grant Awards

History of District 20-W Awarded Grants
1989 – 2006 totaling \$70,653.94

History of District 20-Y2 Awarded Grants
1988 – 2018 totaling \$413,941.37

**How many 20-W clubs have donated to Campaign 100?
16 out of 53**

District 20-W Clubs

District 20-W

- 53 Clubs
- 16 Clubs donated yielding \$7,830.00
- \$30%

Goal: \$21,875.00
Raised to-date: \$ 7,830.00
Need to raise: \$14,045.00

ASKING EACH LION MEMBER TO GIVE. 100% PARTICIPATION

\$5.00, \$10.00, \$20.00 WHATEVER YOU CAN AFFORD!!!



How donations effect members...

UPCOMING SLIDES WILL EXPLAIN:

What does your donation help?

LCIF Initiatives...

How is your donation recognized?

How will District 20-W benefit?

District 20-W initiative...your donation can honor a Lion.



MD20-W Current & Future Grants

2017 CABVI – Vision & Wellness Center

2018 Claxton-Hepburn Medical Center
for Diabetes Education

2019 NABA – Updating its 1908
agency's building...rehabilitation and
low vision located on the 2nd floor.

Vision



Preschool Vision Screenings
Diabetes Awareness and Education
Diabetic Retinopathy

**Improving lives of the blind and visually
impaired**

Youth

**Youth Development
and meeting NYS
Regents Standards.**



 A Program of Lions
Clubs International
Foundation

2016 Lions Quest Grants

20-Y2 MVCAA - \$10,000

20Y2 Herkimer BOCES - \$10,000

Disaster Relief



MD20 Camp Badger Storage facility

1988 20-W \$10,000

2010 20-Y2 \$10,000

2017 20-Y2 \$10,000

Humanitarian Causes



Address the needs of the elderly, disabled, orphans, and other factors that require services

Diabetes



Reducing diabetes

Diabetes Awareness

Improving the quality of life

Hunger



No child goes hungry

Donate to your Community pantry

Childhood Cancer



District 20-W supports through...

- Ronald McDonald House
- Albany Medical Center
- Partners with LCI and LCIF

Environment



**Protecting the environmental
health of our communities.**

LCI recognizes... Lion Donors

Individual Recognition

- **Total Gift Level**

For one-time donations,
monthly donations, or pledges

Recognition May Include...

Pins, certificates, plaques, public presentations etc.

- **Automated Giving**

For automatic recurring gifts

Recognition May Include...

Pins, gifts: portfolios, stationery, tote bags, notebooks, mugs etc.

District Recognition

Perfect way to showcase a deserving Lion.

With your pledge, you are able to select a Lion to be honored.

A District 20-W Plaque will be displayed at district meetings and published in the district newsletter.

How can Clubs be involved with Campaign 100?

Club Campaign Coordinator

- Every MD20-W club must have a Club Campaign Coordinator who reports to the LCIF District Coordinator.
- A Immediate Past Club President will be assigned if a Club Campaign Coordinator is not assigned.
- Trainings will be scheduled.

Model Club Program

What is a Model Club?

**Model club exemplifies excellence
Embraces Lionism at it highest**

The club must have a value of \$750.00 per member. HOW CAN THIS BE ACHIEVED!

Donations from...

Members

Local Businesses

Club Treasury

Events/Fundraising

Activities

Your Donation...

Your Campaign 100 donation can be also be applied to the following:

- **Honor another Lion (District 20-W only)**
- **Melvin Jones Award**
- **Challenge Grants**
- **Evolve a Model Club**

**PDG Paula and DG Michele have personally
gave a contribution to Campaign 100**

- **Make Your Donation Affordable
\$5, \$10...\$100 or \$1000**
- **GOAL: Every District 20-W Lion Member
to donate...**

“Honor another Lion” program



Ways to Donate

- Visit www.lcif.org/donate to make an online donation
- To mail in your donation, simply send a check to:
Lions Clubs International Foundation
Department 4547
Carol Stream, Illinois 60122
USA
- Pledge Cards

**MD20-W LCIF
District
Coordinator**

Any questions contact:

PDG Paula Flisnik

**(315) 527-1112
pflisnik@gmail.com**