

# Steps to Success

## **1. Choose Your Chair.**

This is the person (or persons) that will coordinate how your Club participates in Sweet on Service.

## **2. Choose a day or days that are suitable for your Club.**

Each local community might be different.

Some may choose Saturday May 3<sup>rd</sup>, or Sunday May 4<sup>th</sup>, or even both.

Some Clubs may prefer to do something on Friday May 2<sup>nd</sup>. The date is up to you.

## **3. Choose a Site where you will set up your Club's display and collection area.**

Where in your community do you think that your Club will be most productive in collecting eyeglasses, hearing aids and cell phones?

What business in your community is the busiest on that weekend?

What business will be most supportive of your Club's request for space?

## **4. Set Your Club's Goal.**

What do you want to accomplish?

How many people would you like to reach?

What would you like them to know about Lions and your Club?

How much candy do you need to order from The Foundation?

How much money would you like to raise in change?

## **5. Generate Support From Local Businesses and Obtain local TV, Radio and Newspaper coverage.**

Be brief and specific with your news release to the local media. Use short words, sentences and paragraphs. To make this step easy, we have included a sample news release.

## **6. Let Your Local Officials Know of Your Event.**

Contact your local Mayor and request that they issue a proclamation for that weekend recognizing the Lions for all they do in their community. An example is attached.

## **7. Update or Make a Club Brochure.**

Have a brochure ready to hand out that explains who Lions are, and more specifically, what does your Club do in your community.

List all the various projects you support, and charities you donate to. Show them how service oriented your Club is.

## **8. Make Event Assignments.**

Make sure your Club members, volunteers and community and business alliances have clear instruction regarding their specific assignments.

**9. Give Generous Recognition and Thanks.**

Recognize all volunteers and supporters for their time and contribution – cash or donated items.

“Thank You” handouts cards are available (see example included in packet).

**10. Have Fun. Make This Event a Community Celebration for Lions.**

Put up some festive balloons.

Use a Club Banner or table stands.

Be cheerful and smile with every contribution.

Take pictures of your display and send them into the Foundation and The Oregon Lion newspaper to show what your Club accomplished during the event.

For more information, or to order materials, contact:

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