

# **Lions Club Fundraising Manual**

## **Ten Proven Projects for Raising Funds for Charities**

### **ONE – Nuts and Bolts Sales Project**

The license plate nuts and bolts sale is one of the simplest fundraisers to operate. The nuts and bolts are individually packaged with a Lions Club emblem and can be purchased for just twenty cents each from Lions Volunteer Blind Industries in Morristown. Then obtain permission to place them at your city or county license plate office in a container with an appropriate sign indicating that they are for sale for fifty cents by the Lions and how the proceeds will be used. Finally, just stop by the office once a month and collect the money. Double your money! For more information, contact the Johnson City Lions Club. LVBI - Morristown Sales Office – 423-586-3922 Ext. 1.

### **TWO – Nuts, Fruits and/or Candy Sales Project**

Several companies offer a variety of nuts, fruits and candies by the case which can then be sold by the package for a nice profit. These can be sold by individual club members to neighbors, friends and associates. They can also be sold by the club from a booth at special events. Don't eat your income! For more information, contact the Clinton Lions Club or West Knox Lions Club.

Camilla Pecans Company – Fundraising Sales – 1-800-526-8770

Terri Lynn Incorporated – Fundraising Sales – 1-800-323-0775

### **THREE – Brooms and Brushes Sales Project**

The Ed Lindsey Industries for the Blind, Inc. in Nashville produces a variety of brooms and brushes. These are suitable to sell to both individuals and businesses for a good profit. Replacement orders are common for clubs operating this project for a number of years. Clean up with brooms and brushes! For more information, contact the Norris Lions Club, Oak Ridge Lions Club or South Knox Lions Club.

Ed Lindsey Industries for the Blind- Club Sales-1-615-627-4012 Ext. 15

### **FOUR – Community Throw Sales Project**

If you have an artist or photographer in your club or if there are lots of post cards about your community, you can create a community throw. Just send sketches, photographs, and/or post cards showing buildings, parks, schools, monuments and other special features or activities of your community to Devine Designs in Virginia. Their professional staff will create a woven cotton throw unique to your community. Woven totes and pillows are also available. The throws can be purchased for \$40 and sold for \$60 or more. They make great Christmas gifts. They also make great mementoes for your city or county mayor to give to visiting officials. Sell 200 throws and make \$4,000! For more information, contact the Campbell County Lions Club.

Devine Designs of Virginia – Club Projects – 1-800-872-1278

### **FIVE – Yard Sale/Bake Sale/Craft Sale/Other Sale Project**

Have club members review their possessions, select items they no longer need, place a price on each item and donate items for a yard sale. Members can also make items (cookies, fudge, brownies, cub cakes, etc.) for a bake sale and create a variety of items for a craft sale. Get a good location that is visible and has parking, advertise the event, put up a big sign and spend a Saturday morning making money for your club. Make arrangements for a flea market operator to purchase and remove all unsold yard sale items. Auction off any remaining bake sale products and crafts at your next club meeting. If you are doing project one, two, three or four; you can also sell these items. Have fun at your sale! For more information, contact the Campbell County Lions Club, Fountain City Lions Club or South Knox Lions Club.

### **SIX – Yearbook Project**

Develop a report to the community about your club. Include a letter from your president, list of members, information about Lions Club International, information about the history and operation of your club, information about your vision service projects, community service projects, fundraising projects and even your social events. Provide information about White Cane Days and Day with the Lions and about the charities that we support. Sell ads in your yearbook to local businesses. It helps to produce a promotional sheet telling about your club, explaining how the proceeds will be used, listing the ad sizes and prices, and requesting camera-ready artwork from advertisers. You can place the ads at the back of the book and/or on the lower portion of each page. Make a deal with a local printer to do the printing at cost in exchange for a free full-page black and white ad on the inside back cover or a free full-page color ad on the back of the cover. Set a goal for ad sales and get all of your members to contact business owners in your community. After being printed, provide several yearbooks to each advertiser, several to your city/county mayor, several to all community libraries and a stack to the chamber of commerce/visitor center. You should be able to make \$2,000 to \$4,000! For more information, contact the Campbell County Lions Club or Clinton Lions Club.

### **SEVEN – Pancake Breakfast (And Other Meals) Project**

Find a free location (club house, church dining hall, school cafeteria, or restaurant that only serves lunch and dinner) and set a date several months in the future. Produce tickets and have every club member take a number of tickets to sell and/or to purchase and distribute to friends. You can also consider getting pre-orders from local businesses that operate on Saturday and providing delivery service. You must have a good number of pre-sales. You cannot count on advertising to bring in a lot of customers. Advertise your event in the paper, on the radio, via flyers and with signs at the location. Purchase what you need to prepare the meal. Line up volunteer cooks, greeters, ticket/money collectors, servers, delivery drivers and a clean-up crew. Add some live music for a nice touch. Lions traditionally have a pancake breakfast but you can also do a spaghetti dinner, chili meal, barbeque chicken meal or other meals. Have a meal and make some dough! For more information, contact the Campbell County, Fountain City, Kingsport, Kingston or West Knox Lions Clubs (Pancake Breakfast), Tellico Village Lions Club (Chili & Soup Meal) or Norris Lions Club (Fourth of July Barbeque Chicken Meal).

### **EIGHT – Concession Stand Project**

Most communities have a variety of festivals and sports activities. Clubs can raise funds by operating a concession stand at these types of events. Purchase products in bulk at a low price from Wal-Mart or Sam's Club and sell individual items at a higher price to customers. You can also make popcorn, nachos and cheese, hot dogs, hamburgers and other items at the stand and sell these for an even higher mark-up. Be sure to put up a large sign in front of the stand indicating who you are and how you are going to use the proceeds in the community. Have copies of your club fact sheet or yearbook in the stand for distribution to those who ask any questions. Have fun at your stand and make some money! For more information, contact the Campbell County, Clinton, Halls or Norris Lions Clubs.

### **NINE – Golf Tournament Project**

Clubs can sponsor a golf tournament to raise funds. Have businesses sponsor a foursome for \$280 (or some other amount depending on your expenses) and/or allow individuals to form a team by paying a \$70 (or some other amount) registration fee each. Have businesses sponsor a hole by paying \$200 (or some other amount) and place a sign at the hole recognizing the sponsoring business. To encourage participation, purchase an insurance policy providing for a lot of money to any participant getting a hole-in-one on a specific hole. Provide a t-shirt and meal for all participants and trophies/prizes for the top winning teams. Have the sponsorship fee/registration fee cover the cost of the shirts, green fees, cart fees, insurance policy, meals and trophies/prizes plus some profit for your club. The hole-sponsorship income should be all profit. Watch out for those balls! For more information, contact the Dandridge Lions Club, Johnson City Lions Club, Kingsport Lions Club, Tellico Village Lions Club or West Knox Lions Club.

### **TEN – Show/Race Project**

Clubs can sponsor a show (horse, dog, cat, car, boat, trike, motorcycle, four-wheeler, etc.) You must work with an organization or several organizations that can guarantee participants. These organizations provide the participants and judges while you provide the advertising, location, announcer and prizes. The registration fee from participants must cover all costs plus some funds for your club (and maybe some funds for the other organizations – decide prior to the event on the split). Your club or another club should operate a concession stand during the event for additional income. Also, if you are doing project one, two, three or four; sell these items during the show. Plan a rain date. Let the show begin! For more information, contact the Powell Lions Club or White Pine Lions Club (horse show) or Morristown- Morris Blvd. Lions Club (car show).

Clubs can sponsor a race (turtle or duck). Get businesses to sponsor the event or specific races at the event. Advertise the event well in the paper, on the radio, via flyers and with signs at the location. Obtain live turtles, mechanical turtles, live ducks or plastic ducks. Get individuals (kids love to participate) to purchase turtles or ducks for each race. Place the live turtles, mechanical turtles or live ducks on a track with a separated lane for each contestant. Dump numbered plastic ducks in a flowing stream of water. Award prizes donated by businesses for the winner of each race. Ready, set, go! For more information, contact the Johnson City Lions Club or Kingsport Lions Club (turtle race).

## **INDIVIDUAL PROJECTS**

An alternative way for clubs to produce income is for individual members to do their own projects. This avoids the efforts required to plan, fund, schedule, staff and manage club projects. Members can have a family yard sale, bake sale, etc. and donate all or a portion of the proceeds to the club. A member could have a theme party for their friends, send out invitations indicating that a \$10 donation will be requested for the Lions Club for a specific purpose like sending a child to summer camp and have a donation box in a visible location during the party. If a member is a quilter, they can make and sell one quilt every year for the club. If a member is a woodworker, they can make and sell 20 bird houses every year for the club. If a member is a realtor, they can donate 20% of one home-sale commission to the club each year. At the conclusion of your program year, have each member report on the results of their project. Recognize everyone who participates and give a trophy to the top fund raiser. Get the picture?

### **Raffle Projects**

In the past, many clubs raised funds by holding a raffle. They would get something donated or purchase something and then sell enough raffle tickets to cover the costs and make money. Today, however, Tennessee State Law provides guidelines for non-profit raffles. You must meet certain requirements, register, pay a fee, follow procedures and file a report. As a result, most clubs no longer do raffles. One club in Tennessee continues to do a raffle. They purchase a new car or truck for \$16,000 and then sell just 450 tickets for \$50 each. They sell out every year and make \$6,000. Something to think about!

### **Road Blocks**

In the past, many clubs raised funds by having a road block. Members stood in the road holding yellow buckets with Lions Club emblems and asked drivers to donate to the club to cover the costs of community projects. Some towns and counties, however, no longer allow road blocks for safety and traffic flow reasons. Also, some members are always fearful of having a foot run over by a car/truck tire or of being struck in the face by a semi-truck mirror. This can happen. You must get permission for a road block from the police department or county sheriff. Some clubs in our district continue to have successful road blocks. Something else to think about!

### **White Cane Days**

White Cane Days are held in October in communities throughout Tennessee. Lions collect donations while standing or sitting in front of local stores. Clubs should produce large, professional signs to identify the purpose of this project. Signs could read: Help the Lions to Assist the Vision and Hearing Impaired – Donate to White Cane. Place the signs in front of donation tables. Clubs should also have flyers describing the charities that we support and club information sheets available to distribute. The amount a club raises is directly linked to the number of hours/locations and days devoted to White Cane Activities. Set a goal and work hard for our great charities!

### **Day with the Lions**

Day with the Lions is held the third Saturday in May at the Tennessee School for the Deaf in Knoxville. Activities include a charity walk, car show, concession stand, bake sale, free health-screenings, live music, face paintings and games for the children. Every club should send representatives to this event. It's a great time for family fun and a great opportunity to meet other Lions in our district. Put a club walk team together, get donations, show up and support our wonderful charities!

**All income generated by White Cane Days and Day with the Lions by a club must be given to the District Treasurer for our District Charities. Clubs should also consider making an additional donation from their fundraising projects each year to the District 12-N Lions Charities. These donations can be presented to the District Governor during his/her club visit, presented to the District Treasurer at the District Convention or just mailed to the District Treasurer. Be generous and remember - we serve!**

*Lions Volunteer Blind Industries  
Tennessee School for the Deaf  
Tennessee School for the Blind  
East Tennessee Eye Bank  
World Services for the Blind  
Leader Dogs for the Blind  
Learning Ally  
Direct Braille Slate Fund  
Lions Quest Youth Program  
Diabetes Awareness Program*