



Introduction

Your Lions of Illinois Foundation is one of the premiere Foundations in America. Working at a 6% administrative cost, we have been able to help over 18,000 visually and hearing impaired men, women and children in Illinois. In order to maintain the 13 programs we offer to help these people, it naturally takes money. By maintaining these programs we can continue to achieve the true mission of Lions as charged to us by Helen Keller in 1925 and that is to be the “Knights of the Blind”.

About Walk for Sight

The **Walk for Sight** is one of the major fund raisers for your Foundation. The **Walk for Sight** is actually several walks scattered across Illinois. Illinois Lions and their **Partners** from East Dubuque to Mounds to Winthrop Harbor will be involved. The 3 mile long walks, in beautiful settings, provide an opportunity for all participants to have fun and raise money for worthy causes.

Why Organize Your Club's Walk for Sight **Partners Program**?

By creating a **Partners Program**, your Club can help your community organizations and help the Lions of Illinois Foundation all at the same time! As with Candy Day or Sight and Sound Sweepstakes, the LIF will share in the funds raised. The LIF will *refund* 40% of all the donations to the supporting organization, while incurring all of the cost, not to mention performing all of the setup and staging work. The plan is simple, we do all the set-up work, incur all the cost, you get the walkers, they get their sponsors, and we all share in the funds raised.

The best part is your Club can be a “hero” in your community. By implementing the **Walk for Sight **Partners Program**** with your local organizations you give them an opportunity to raise their own money and you show them that your Club supports their efforts while helping the visual and hearing impaired people of Illinois, which is why we are Lions!

How to Organize Your Club into Action!

Your Club will need a chairperson for the **Walk for Sight **Partners Program****. However, this is probably one of the easiest Chairpersonship there ever was! It's as easy as **1-2-3!**

- 1.** Promote the **Walk for Sight **Partners Program**** to your Club members
- 2.** Hand out the attached worksheet to Club Members
- 3.** Forward completed worksheets to your Foundation “Sales Team” Leaders

Our Sales Team Leaders will do the rest! They will contact the groups on your lists and work with them to help them have a successful **Walk for Sight**.



Be a Cheerleader!

And... help our **Walk for Sight Partners**.

- Use the sample press release (at the end of this guide) and publicize that your **Walk for Sight Partners** will be seeking support.
- Show up at the **Walk for Sight!** You and your Club should be walking anyway! Be sure to say thanks to your **Walk for Sight Partners**.
- Offer to “help” your **Walk for Sight Partners**. Do they want to carpool? Making it easy for the **Walk for Sight Partners** will encourage them to participate.

Let Your Club Be the Hero!

After the walk, you and your club will be there to present the participating **Partners** with their check! You will look “good” to the community!

- Be sure to make it a special presentation that is all about them and their efforts.
- Arrange to be a visitor to their meeting.
- Prepare a very short speech explaining the Lions and the people we help. Be sure to mention that some of the people are from their very own community.
- Thank them publically for their help and participation in our **Walk for Sight**. Perhaps a letter to the editor of the local newspaper.
- Be sure to take plenty of publicity photos and send them to the local newspapers, Chamber Newsletters and any other publications in your community.
- Send your **Walk for Sight Partners** organization a thank you note along with a photo or two of them at the **Walk for Sight**. Be sure to remind them that you will “see them at next year’s **Walk for Sight**”.

For More Information

Contact the Lions of Illinois Foundation office:

Van C. Stone 800-955-5466 ext: 227

DiAnne Ortega 800-955-5466 ext: 221

Lynn Raske 800-955-5466 ext: 250

Lions of Illinois Foundation

2814 DeKalb Avenue

Sycamore, IL 60178

www.lionsofillinoisfoundation.org

Worksheet 1

When you have completed this worksheet, please return it to your club's Walk for Sight Partners Chairperson.

List all organizations in your Community that have asked your club for donations.

List all other Service Organizations in your Community not listed above.
(such as: Jaycees, Kiwanis, and Knights of Columbus)

List all Church related Groups not listed above.
(such as: Youth Groups, Confirmation Classes, Choirs, and Bell Choirs)

List all youth related groups not listed above.
(such as: ball teams, Scouts, 4-H)

List all School related groups not listed above.
(such as: School Bands, Booster Clubs, Drama Clubs, Pom-Pom squads)

Sample Press Release

Your Lions Club

For information contact:
(Insert: Name, Telephone
Number, Fax, or e-mail)

ORGANIZATION NAME LOOKING FOR SPONSORS FOR WALK

Your Town, Illinois, Month Day- The Organization Name is partnering with the Your Lions Club's name on the Annual Lions of Illinois Walk for Sight on Date at Place.

Members of the Organization Name will be looking for sponsors for the scenic 3 mile walk. They will be raising money for indicate what the group is raising their money for while also helping the visually and hearing impaired men, women and children of Illinois.

If your organization is interested in partnering with the Your Lions Club's name to raise money for your group, please contact Insert Contact Information Here.