

Making the Most of Your Fundraising Efforts

What are administrative funds?

Administrative Fundraising Guidelines

What are Charity/Activity funds?

Charity/Activity Fundraising Guidelines

Know Your Boundaries

What are Administrative Funds?

Administrative funds are those funds which are used to pay your normal club expenses.

Each club has different expenses but in general, this includes meals, advertising your club through a website, signs coming in and out of town, printing of Club brochures, and supplies purchased for the benefit of your members.

Administrative Fundraising

Who can contribute?

- ▶ Your Club Members
- ▶ Other Lions Clubs Admin Accounts
- ▶ Other Lions Clubs Members

- No funds for club admin fund may be raised from the public
- Administrative Fundraising activities may not be promoted using a Lions Logo

How can funds be used?

- ▶ Highway Signs
- ▶ Website Fees
- ▶ PO Box Fees
- ▶ Awards/Patches/Pins, etc.
- ▶ Meals for Guests
- ▶ Special Recognition for Members
- ▶ Other administrative Costs

What are Charity/Activity Funds?

Charity, or activity funds are any funds raised from your Clubs efforts. The proceeds from public raffles, pancake breakfasts, meat raffles, food trucks, white cane drives, etc.

These funds may be raised from any source including the public.

Fundraising for Charity/Activities Fund

Who May Contribute?

- ▶ Businesses in your community
- ▶ Individuals in your community
- ▶ Your Lions Club Members
- ▶ Lions Club Members from other clubs
- ▶ Lions Clubs Activities Account
 - **Lions Logo MAY Be used to promote**

How Funds Can Be Used

- ▶ PR For Event
- ▶ Event Ticket Printing
- ▶ Food/Beverages for Event
- ▶ Hall/Venue Rental For Event
- ▶ Supplies Needed for Event
 - **Any legitimate expense including prizes associated with event**

Know Your Boundaries

- ▶ When soliciting donations please refrain from soliciting outside of your own town unless you have secured permission from the Lions Club inside of that town.
- ▶ Be careful using Facebook to solicit funds. When posting fundraising events or soliciting donations online, do so only on your own towns' page and not on neighboring towns. You do not want to create confusion.
- ▶ The above pertains to your membership efforts as well. If you are posting on social media to invite people to a meeting, make sure you are posting on your own town's pages and not on neighboring town pages.