



THE LCIF DEVELOPMENT PLAN OVERVIEW

With the recent success of Campaign SightFirst II, LCIF is in a position of unprecedented opportunity. Through CSFII, LCIF has received record generosity from Lions and non-Lions, foundations and governments. Now, more than ever, Lions worldwide are engaged in the work of LCIF. There is an understanding of the need for humanitarian service only LCIF and Lions can provide.

In 2007, LCIF undertook a review of its development plan, operations and procedures. The Foundation retained CCS Fund Raising, the firm that assisted with CSF and CSFII, to conduct the Development Review. The final report of this review was presented at the September 2007 LCIF Executive Committee meeting, and a plan for implementation was requested. The LCIF Board of Trustees approved the resulting LCIF Development Plan in March 2008.

The LCIF Development Plan is a comprehensive four-year plan to strengthen the Foundation by adding additional resources to the already great work of LCIF. Building on the success of CSFII, a stronger Foundation will allow LCIF to change more lives. The plan allows for flexibility to meet the differences in Lions' culture worldwide. As a goal, the LCIF Development Plan seeks to increase annual contributions to the Foundation from an annual average of US\$20 million in non-campaign years, to US\$30 million by 2011-2012.

The LCIF Development Plan has five areas of focus:

Case for Support

In order to seek additional resources to support LCIF projects, it is important to ensure that these projects are aligned with our members' and donors' interests. Between September and December 2008, an LCIF Case Study will be undertaken. The study is critical for the growth of LCIF and will use three methods to gather information:

- Focus-groups with club members and district leaders
- Electronic surveys from Lions in all geographic locations
- Personal interviews providing more in-depth conversation

Communications

The communications strategy will target Lions and clubs, LCIF volunteer coordinators and external, non-Lions audiences. The possibility of an LCIF-specific publication is being explored, as well as ways to keep Lions and clubs informed of the work that their Foundation is doing around the world. A focus on LCIF-specific press strategies is also part of the plan.

Fund-Raising Plan

The LCIF Development Plan seeks to strengthen the Foundation by making more funds available for LCIF programs. The LCIF Development Review found that the Foundation raises significant funds at a modest cost. Existing fund-raising efforts can be improved, however, with increased staff resources and a strategic approach that incorporates best practices. The fund-raising plan will focus on three areas: Individual and Club Giving; Corporate and Foundation Giving; and Planned Giving.

This plan has a goal of increasing LCIF annual giving to US\$30 million by 2011-2012. Just as an example of the tremendous fund-raising potential of LCIF, if just 1/3 of the 1.3 million Lions worldwide gave US\$70 per year, LCIF would reach its US\$30 million target.

Resource Investment

The LCIF Development Plan also calls for an increase in staffing and other resources for the Foundation. Increased staff and resources will allow for increased fund-raising efforts at all levels. It will also provide better service to Lions and to our volunteers. The LCIF Development staff will be increased from a staff of two to a total staff of eight including:

- A Chief Development Manager
- A Director of Corporate and Foundation Giving
- A Director of Planned Gifts
- Five Development Coordinators each with specific responsibility for fund raising and volunteer support in a particular geographic portion of the Lions' world

Volunteer Structure

While local LCIF Chairpersons do good work in support LCIF in many parts of the Lions' world, inconsistent training and terms and limited support pose challenges. A new LCIF volunteer structure, similar to that of CSFII, will provide consistent training, longer terms of service and will be supported by an expanded Development staff.

A Development Advisory Committee, comprised of the Executive Officers, a representative from each Constitutional Area and key staff members, will oversee the volunteer structure and the implementation of the LCIF Development Plan.

The volunteer structure will include LCIF volunteer coordinators at the multiple district and district levels. LCIF MD and District Coordinators will serve as ambassadors of LCIF in all regards, including: aiding in all LCIF fund-raising efforts, promoting and supporting the work of LCIF and leading LCIF efforts within the district or multiple district. These coordinators will be appointed and trained during Lions year 2008-2009 and will serve for a four-year term, through the end of the development plan (2011-2012).

