**Club LCIF Coordinator Training – Instructor Guide**

This guide is intended to provide direction and recommendations for training club LCIF coordinators. This guide makes reference to two primary documents:

* The club LCIF coordinator guide
* The club LCIF coordinator training presentations (PowerPoint Presentation)
* The training presentation quizzes

The instructor guide will cover each section of the training curriculum, including learning objectives and key messages. If desired, you may use the optional activity guide as the basis for your discussion and activities at the end of each section.

You are also encouraged to incorporate additional Campaign 100 materials – such as brochures, pledge cards, pocket guides, etc. – as you need. In addition, consider having writing utensils and paper available for participants to take notes.

Remember: club LCIF coordinators are our most direct connection to clubs. They will model participation as donors, advocates, and volunteers to their fellow members. It’s important to share your own story and passion for LCIF and Campaign 100, so that they too will be convinced and excited to lead by example! In addition to the key messages provided for each section, make sure to emphasize the following themes throughout the training:

* Club LCIF coordinators are the foundation’s most direct connection to our clubs – and a key part of our global team
* Participation is essential – encouraging the participation of all Lions, at any level, is crucial to our success
* Telling a story about LCIF’s impact on the work of Lions will connect club members to the importance of giving

Contact your LCIF regional development manager or specialist and your multiple district coordinator if you need any additional support.

**WEBINAR 1:** Introduction to LCIF and Campaign 100

Begin your presentation with a few words of welcome and introductions (slide 2).

*Part 1: Introduction to LCIF*

Slides: 3-12

Coordinator Guide: 4

Learning Objectives:

* The mission and objectives of LCIF
* The impact of LCIF in our world
* Why Lions should give to LCIF

Key Messages:

* + LCIF is our foundation and helps our communities
  + The foundation funds the work that Lions do

After You Finish the Section (optional):

* Ask your coordinators if they learned anything new or surprising about LCIF
* Invite coordinators to share a story of LCIF’s impact in their – or, share your own LCIF story

*Part 2: Introduction to Campaign 100*

Slides: 13-16

Coordinator Guide: 4

Learning Objectives:

* The goals and impact of Campaign 100
* How Campaign 100 will strengthen LCIF
* The importance of participation of all Lions in Campaign 100 and LCIF

Key Messages:

* Campaign 100 will transform the foundation and support all of our Global Causes
* We ask every Lion to participate as donors, as advocates, and as volunteers

After You Finish the Section (optional):

* Ask your coordinators what *Campaign 100: LCIF Empowering Service* means to them
* Ask them what they think their role is in Campaign 100
* Share why you’re excited about Campaign 100

*Part 3: Your Role*

Slides: 17-18

Coordinator Guide: 3

Learning Objectives:

* The four key elements of the role of club LCIF coordinator

Key Messages:

* You connect your club to LCIF
* You help Lions participate in the foundation by telling your story; making a plan; building a team; and raising funds

After You Finish the Section:

* Ask your coordinators if this meets with their expectations for the role, or if not, what is different
* Invite your coordinators to share questions about their role, so you may address them in the second part of the presentation

*Part 4: Next Steps*

Slides: 19-20

Coordinator Guide: N/A

Learning Objectives:

* Review next steps relative to the introduction to LCIF and Campaign 100

Key Messages:

* Use your manual as a resource
* Get to know our website for more information on LCIF and Campaign 100

After You Finish the Section:

* Distribute copies of the quiz
* Allow time for coordinators to complete the quiz independently and walk through the answer key, or, complete the quiz as a group

Now is a good time to offer a brief (5-10 minute) break to use the restroom and get refreshments.

**WEBINAR 2: What You Can Do**

*Part 1: Four Steps to Success*

Slides: 2-3

Coordinator Guide: N/A

Learning Objectives:

* Review the four key elements of the club LCIF coordinator role, which will lead to coordinators’ success

Key Messages:

* You can help Lions participate in the foundation by telling your story; making a plan; building a team; and raising funds

After You Finish the Section:

* Continue to the next section: this section is intended to focus club LCIF coordinators on their role and what they can do to be successful, which will be the remainder of the training content

*Part 2: Tell Your Story*

Slides: 4-8

Coordinator Guide: 5-6

Learning Objectives:

* Understand how to draw on Lion experiences to assemble a good story
* Review where to find and access campaign collateral resources on the website

Key Messages:

* Expressing your passion and motivation is most important
* Marketing tools will help your message stay with your fellow Lions

After You Finish the Section (optional):

* Pass around samples of Campaign 100 marketing materials
* Share what suggestions and materials have been most useful to you
* Encourage coordinators to complete the storytelling guide found at the back of their guides, after the training

*Part 3: Make a Plan*

Slides: 6-15

Coordinator Guide: 7-10

Learning Objectives:

* Why having a plan matters
* How to select a goal
* Model Club qualifications and importance

Key Messages:

* Plans are crucial to guiding your club’s activity and leading your club to success each year
* Include all fundraising strategies in your plan: individual member giving, fundraising events, club treasury gifts, and support from local businesses and non-Lions
* Lions respond well to goals
* Our global goal to achieve US$300 million is US$100 per member, per year
* Select at least one of four key achievements to get your club started towards that goal this year
* Model Clubs work towards a minimum goal of an average of US$750 per member, inclusive of all funds raised from July 1, 2017 through June 30, 2022

After You Finish the Section (optional):

* Share your own initial reactions to goal-setting and how you’ve broken it down for your region
* Ask coordinators if they have any questions on making a plan, setting a goal, or the Model Club program

*Part 4: Build Your Team*

Slides: 16-19

Coordinator Guide: 11-13

Learning Objectives:

* How to gain additional volunteer support within the club
* What to look for in potential committee members
* How to work with your district LCIF coordinator

Key Messages:

* There is a role for every member of your club
* Use your district coordinator as a resource and for additional guidance

After You Finish the Section (optional):

* Ask your coordinators if they think they would like to form Club Campaign 100 committees in their own clubs
* Share how you best work with others and your expectations for the team
* Invite your coordinators to share what they expect of your leadership and support

*Part 5: Raise Funds*

Slides: 20-36

Coordinator Guide: 14-19

Learning Objectives:

* How to request individual support from members
* Key considerations for fundraising events
* How to leverage a club treasury gift
* How to request support from local businesses and non-Lions

Key Messages:

* Participation is key. All participation matters!
* Lead by example and make your own commitment.
* Offer recognition as a way to say thank you.
* Multiple strategies offer your whole club multiple ways to participate and support LCIF and Campaign 100

After You Finish the Section (optional):

* Share your own reasons for giving, and your own experience asking other Lions to support LCIF
* Invite your coordinators to give examples of fundraising events, support from local businesses, or how they’ve used club treasury gifts in the past
* Ask if they have questions about recognition
* Direct coordinators to the website for more information on ways to give

*Part 6: Getting Started*

Slides: 37-40

Coordinator Guide: 20

Learning Objectives:

* Review next steps to help coordinators get started working in their clubs

Key Messages:

* Make your own pledge
* Contact your district coordinator with further questions or to speak at your club
* Complete the storytelling guide
* Begin thinking about the goal you’ll set for your club this year

After You Finish the Section:

* Distribute copies of the quiz
* Allow time for coordinators to complete the quiz independently and walk through the answer key, or, complete the quiz as a group
  + If time allows, you might also consider completing the storytelling guide and asking coordinators to share their resulting stories with the group
* Share your contact information
* Offer to answer any remaining questions, or set up a time to follow up with each coordinator individually

To close the training, thank your coordinators for their time and participation (slide 41), share your excitement to work with them, and remind them you’ll be in touch with them in the coming weeks.