



Successful Letter-Writing Campaigns

Lions Clubs participate in White Cane as a way of supporting your Lighthouse's eye surgery program. The traditional method of fundraising is a Bucket Drive, but the poor economy and the move away from carrying cash make these drives increasingly difficult. In an effort to increase funds raised and provide more surgeries for Georgians in need, many clubs are moving away from Bucket Drives, or adding other fundraisers.

A few Lions Clubs have been very successful with letter writing campaigns. They do take advanced preparation, but there is no standing in the cold! In preparing for the campaign, every member of their clubs made a list of 10-15 influential people they knew, and 10-15 companies they thought should receive a letter. One member of the club compiled that information on a spreadsheet, and noted who submitted which names. The letters were then mail merged, printed onto Lions Club letterhead, and brought to a club meeting. The person who submitted each name included a short, hand-written note such as, "I hope you can support this wonderful cause!" When possible, the letters were hand delivered. Individual Lions also followed up 2 weeks after delivery.

While the compilation of names, hand-written notes, and individual follow-up makes the letter-writing campaign more complex than simply sending form letters and waiting for a reply, it is also much more effective. The clubs who put the extra effort into their campaigns raised \$5,000-\$10,000, without the stress of having to hold a major event.

If your club would like to hold a letter writing campaign, you will find sample ask and thank you letters, as well as a step-by-step guide to the process in the new White Cane Packet. The packet will be available at the January Conference, and it will be mailed shortly afterward to the clubs that did not receive one at the meeting.

To request a White Cane packet or other White Cane materials, please contact Kim at 404-325-3630 x 313 or at kfletcher@lionslighthouse.org. Thank you!

Bring Glasses on Your Mission Trip!



If you or someone you know is going overseas on a mission trip, you can bring glasses along! We have single-vision glasses, bi-focals, prescription sunglasses, and non-prescription sunglasses.

Please contact Tiffany at 404-325-3630 x 308 or at tellerbee@lionslighthouse.org to request glasses. Include the number and type you want, as well as whether the prescriptions should be read. Thank you!

2010 White Cane Packets Available Soon!

The 2010 White Cane Packet will be available at the Winter Conference on January 23rd.

If your club will not have a representative present, be sure to submit a White Cane Chair and goal online at www.lionslighthouse.org. The packet will be shipped to the Chair, along with any other White Cane materials requested.

Give a Day to the Lighthouse, Get a Day at a Disney Theme Park



The Georgia Lions Lighthouse Foundation partnered with Disney Parks in their “Give a Day, Get a Disney Day” program. If you volunteer for a day with the Lighthouse or another approved organization, you will receive a free one-day admission ticket to a Walt Disney World Resort or Disneyland Resort theme park. Go to www.disney parks.com to learn more about the program and to sign up to receive your free ticket.

Disney hopes to inspire families to volunteer in their communities during 2010 through this first of its kind program. One million people who perform volunteer service for a participating organization will receive the free ticket.

“In 2010 we want to recognize and add one more reason for celebration: the contributions people make to their communities every day,” said Jay Rasulo, chairman of Walt Disney Parks and Resorts. “We want to inspire one million volunteers—people who will invest time and energy to make their own communities and neighborhoods a better place.”

Pre-approval is required to be eligible for the program, so go to www.disney parks.com to get started!

Service Numbers

Since July 1, 2009:

- 1,454 pairs of glasses have been dispensed to Georgians in need.
- 853 Georgians have received a full dilated eye exam through Lighthouse clinics.
- 475 people received hearing aids. This figure represents a 10% increase over last year.
- 131 Georgians have received sight-saving surgeries through the Lighthouse.
- More than 50,000 pairs of glasses were received in our eyeglass recycling center to be distributed overseas.

Lighthouse Foundation to Kick Off Capital Campaign

Last fall the Lighthouse Foundation underwent a feasibility study to test the viability of launching a \$2.75 million campaign. The campaign funds would allow us to:

- Secure a new property (pictured at right).
- Cover the renovations and equipment needed to expand our services throughout Georgia.
- Have our own clinic on site.
- Move from serving 6,000 people each year to over 10,000.
- Reduce our cost for a pair of glasses from \$25 to \$5.

We are pleased to announce that the community response was positive and we intend to launch the campaign on January 23rd.

