

# Convention Shifts Campaign SightFirst II Into High Gear



**CAMPAIGN SIGHTFIRST II**  
LIONS' VISION FOR ALL

**I**t was almost a year ago that the sound of a gong rang throughout the Hong Kong Convention and Exhibition Centre to signal the official launch of Campaign SightFirst II. That gong was heard by Lions around the world.

The first year of Campaign SightFirst II was focused on recruitment, education, and Model Club campaigns and the pace set within the first year surpassed all expectations. Nearly 8,000 Lions have stepped forward to work on behalf of the campaign, raising more than US\$40 million toward the minimum goal of US\$150 million.

"We have made an excellent beginning," said Past International President Dr. Tae-Sup Lee, chairperson of the campaign, "but now it is time for Lions in all parts of the world to do their best for those who are blind or may become blind."

For clubs around the world, to "do their best" means getting down to business and beginning intensive fund raising. Welcoming that intensity will be former U.S. President Jimmy Carter, a Lions past district governor, who will specifically address all attendees of the CSFII second plenary session by taped video message. This year more than ever, the signal for the start of club activity in most parts of the world will be the focus of CSFII events planned for the 89th International Convention in Boston, Massachusetts, June 30 – July 4, 2006.

CSFII will take the stage at the convention's second plenary session with fanfare and celebration. Medallions will be presented to new donors of US\$100,000 or more and representatives of the highest-achieving Model Clubs will be publicly recognized. The CSFII convention events will send the worldwide effort of 45,000 clubs

into the next and most crucial phase of the campaign.

In addition to President Carter's message, Jaimi Lard, spokesperson and Deafblind Program alumna of the Perkins School for the Blind (Helen Keller's alma mater) will give a special address to all Lions. All who attend this second plenary session will receive a limited edition commemorative pin. But there is more to take away from this session than just a memento of Lions' times together in Boston. Dr. Lee hopes attendees will take with them the same fire and enthusiasm igniting the efforts of Lead Gift donors and Model Clubs.

While international convention is a time for all Lions to celebrate, CSFII Chairperson Dr. Lee knows it is also a time for clubs around the world to unite in the most important campaign in Lions' history.

"The ultimate success of Campaign SightFirst II depends on what is done by individual Lions at the club level," according to Dr. Lee.

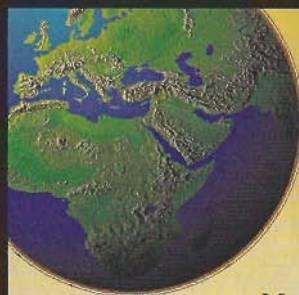
The CSFII booth at the convention's exhibit hall will be a hub of activity for all those who wish to show their support for CSFII. It is here that a display will honor the leadership of more than 1,100 Model Clubs as well as all individuals who have made gifts of US\$100,000 or more. In addition to banner patches, pins, medallions and more, booth visitors will also be able to view the impact clubs' fund-raising campaigns can have through Lions' sight-related projects and activities. This area's display will dramatically illustrate the effect just one Lions club can have on those who are blind or in danger of losing their sight.

Lions at the convention will be invited to sign a banner



## MODEL CLUB SPOTLIGHT

Model Clubs have played a major role in CSFII success over the past year.



More than 1,100 clubs have stepped forward to serve as Model Clubs. They will raise a combined goal of more than US\$22 million. In addition to raising funds through personal gifts from Lions, many of their efforts are taking on a very local look, sound and flavor.

**In Italy**, Model Club efforts are blooming. A

Model Group of six Model Clubs (Villafranca di Verona, Peschiera del Garda, Valpolicella, Bussolengo, Garda Benacus, and San Vigilio Garda Orientale) held an orchid sale, raising approximately US\$50,000 toward the six combined clubs' CSFII fund-raising goal of



that will be displayed at Lions Clubs International Headquarters for the duration of the campaign and take with them a button proclaiming their support to all at the convention and at home.

The CSFII seminar will be an opportunity for Lions to take valuable information about how to succeed in CSFII back to their home clubs, and a special speaker will remind Lions about the needs of the SightFirst Program.

"Our goal is to provide Lions with as much information about the message, purpose and procedures of the campaign as possible so they are inspired to do all they can to save as many as 37 million people from blindness or severe vision loss," said Past International President and Campaign Vice Chairperson and International Coordinator J. Frank Moore III.

In addition, incoming district governors will receive information from Vice President Jimmy Ross at the District Governors-elect Seminar and will be commissioned by him as

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campaign advocates. Similarly, some of the nearly 8,000 CSFII leaders will gather to hear a briefing from the campaign chairperson, Past International President Dr. Lee, and to reaffirm their dedication and enthusiasm for the task ahead. ■

*Chairperson Lee (right) thanks the campaign's largest individual donor, Past District Governor Choi of the Republic of Korea, during last year's convention.*



## CSFII Events at the 89th International Convention in Boston

### **CSFII Booth**

Friday, June 30 – Monday, July 3  
9:00 a.m. – 5:00 p.m.

Campaign leaders will be available at the booth to answer questions.

### **CSFII Leadership Meeting**

Saturday, July 1  
3:30 – 5:00 p.m.

Past International President Dr. Tae-Sup Lee and Past International President J. Frank Moore III will rally CSFII leaders for the campaign's first year of intensive fund raising.

### **CSFII Seminar**

Sunday, July 2  
3:30 – 5:00 p.m.

Attendees will learn how to make CSFII a success in their clubs.

### **Second Plenary Session**

Monday, July 3  
9:00 – 11:30 a.m.

A special video message from former U.S. President Jimmy Carter will be followed by Model Club and Lead Gift Awards Ceremonies. All attendees will receive a special commemorative pin.

US\$94,400. This is more than half of the 236-member (US\$400 per-member average) Model Group's goal in its first fund-raising year alone.

**In Lebanon**, the Lebanon Host Lions Club, comprised of 12 members (US\$500 per-member average), made a US\$1,000 gift from the club treasury. The remainder of the club's US\$6,000 CSFII commitment will be raised by making and selling jams from local fruits and then packaged in jars labeled with the Campaign SightFirst II logo. Also in Lebanon, the Hadath Eastern

Lions Club, comprised of 18 members (US\$516 per-member average) expects to raise US\$6,000 of its US\$10,000 goal through benefit concerts in partnership with 3,000 local private school students.

**The Sioux Falls Downtown**, South Dakota, Lions Club held its 50th annual Pancake Days in late April, serving an estimated 35,000 pancakes to more than 12,000 attendees. The two-day event raised US\$50,000, a portion of which will be designated towards the club's US\$64,000 CSFII goal.