



To: LCIF Area Leaders, Multiple District Coordinators and District Coordinators

This step-by-step guide Facebook fundraising strategies has been approved to be piloted in CA IV and CA VIII only. Its intent is to make online fundraising easier, and more attractive. Please read the description of the strategies and their implementation steps carefully. Lions engaging new, piloted strategies should only do so in coordination with their local District Coordinators. In addition, please note:

- Facebook fundraisers concluding near the end of the Lion year can be counted toward fundraising totals of the concluding year so long as documentation is submitted by the organizer or donor no later than the first week of July.
- Facebook fundraiser can last no longer than 3 months at one time.
- Donations can only be documented after confirmation of donations is received by Facebook

If you have any questions about the strategies or implementation scenarios described below, please contact your development team in Oak Brook.

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## Facebook Fundraising Strategies:

### LCIF's default, global strategy:

#### Ad Hoc Receipt Submission:

To receive campaign credit for a Facebook donation, all donors must submit a screenshot of their donation acknowledgement to LCIF's donor services team. If this is not done, donations are recorded as anonymous, and cannot count toward a donor's giving history or pledge balance. Donations with unsubmitted receipts also do not count toward model club commitments or toward club, district and multiple district donation totals. This is the easiest strategy to implement, as it does not require documentation of donor intent in the fundraiser description. Facebook fundraisers that do not follow the Implementation Scenarios of the two strategies below will default to this strategy.

### New, piloted strategies in CA IV:

#### Crediting a Single Source:

It is possible to credit donations to a single entity by including a clear statement of donor intent in the description of your Facebook fundraiser. Examples of entities that can receive credit include: the organizer, the organizer's club, a district, or a multiple district. Implementation Scenarios #1 and #4 in this document include statements that can be copied and pasted into fundraiser descriptions for your convenience. This strategy eliminates the need for receipt submission, but donations and MJF credit go to the designated entity, not donors. This is an efficient way to ensure donations are credited to your MD's fundraising goals, but the inability of this method to provide donation credit to individuals means it is also an imprecise strategy. It is possible for the entity receiving donations to transfer MJF credit to people at the end of the fundraiser. Donation credit cannot be transferred. For the sake of the integrity of the organizer, it is important to be very clear when fundraiser donations will be credited to a single source. This is particularly true if the single source of credit is intended to be an individual Lion. If a donor to a Single Source fundraiser submits their donation receipt for credit before LCIF receives documentation of the close of the fundraiser, the donor will receive credit for their donation, not the fundraiser. Donors contacting LCIF for individual credit at the conclusion of a Single Source fundraiser will be referred to the organizer of fundraiser.

#### Organizer-Managed Donor Credit:

In this strategy, the organizer assumes responsibility for managing credit for donations in a way that is similar to the way that a district or multiple district might identify individual donors when making transfers to LCIF. It is necessary to outline how both MJF credit, and donation credit will be distributed in descriptions for these fundraisers. Examples of wordings for this strategy that can be copied and pasted into your fundraiser description, as well as a step-by-step procedure can be found in Implementation Scenarios #2 and #3 in this document. The Organizer-Managed strategy sacrifices some efficiency from the Single Source strategy, but it more precisely credits donors, allowing them to receive MJF and donation credit. This strategy may be

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preferred by members of model clubs. Facebook provides a list of all donors to fundraiser organizers. When thanking donors for their participation, the organizer must also ask donors to confirm relevant identifying information, including their Lion ID. Statements of donor intent in Implementation Scenarios for this strategy include language that will allow the MD to receive donation credit (but not MJF credit) for non-Lion donors, or donors who do not confirm their Lion details. A spreadsheet listing donor details should be submitted by the organizer to donor services at the conclusion of the fundraiser. If a donor to an Organizer-Managed fundraiser submits their donation receipt for credit before LCIF receives documentation of the close of the fundraiser, the donor will receive credit for their donation, not the fundraiser. Donors contacting LCIF for individual credit at the conclusion of an Organizer-Managed fundraiser will be referred to the organizer.

## Implementation Scenarios for Facebook Fundraisers:

**Any Lion, club, district, or multiple district with a Facebook page can organize an LCIF Facebook fundraiser.** Once you have confirmed the strategy your Facebook fundraiser will use, follow the outlined steps listed in Implementation Scenarios below: make sure to include statements of implied donor intent when using strategies #2 and #3 from above.

### Implementation Scenario 1: Crediting a Single Source

**Donation credit:** to organizer of the LCIF Facebook fundraiser.

**MJF credit:** to the organizer for the LCIF Facebook fundraiser.

**Wording to include in the fundraiser description:** Donation credit and MJF credit on all donations to this fundraiser will be credited at the conclusion of this fundraiser to [*organizer's name*] as the organizer of this LCIF Facebook fundraiser.

#### Additional Steps to Organizer:

1. **At the beginning of the fundraiser:** Take a screenshot of your LCIF Facebook fundraiser description and email it to LCIF Development staff ([campaign100@lionsclubs.org](mailto:campaign100@lionsclubs.org)) when your fundraiser begins. Do not forget to save this screenshot.
2. **At the conclusion of the fundraiser send the following to LCIF Donor Services** ([donorassistance@lionsclubs.org](mailto:donorassistance@lionsclubs.org)): Confirmation of the conclusion of your fundraiser along with the original screenshot of the fundraiser's description taken at its start of the fundraiser.
3. All donation and MJF credit will be directed to the fundraiser organizer.

### Implementation Scenario 2: Organizer-Managed Donor Credit

**Donation credit:** to each donor of the LCIF Facebook fundraiser.

**MJF credit:** to each donor who donated for your LCIF Facebook fundraiser.

**Wording to include in the fundraiser description:** Donation credit and MJF credit on all donations to this fundraiser will be credited to each donor by [*organizer's name*], the organizer of this LCIF Facebook fundraiser, at its conclusion. All unclaimed donations to this fundraiser will be affiliated to (MD of the organizer) when records of donors are submitted at the end of this fundraiser. MJF credit for unclaimed donations will remain unnamed.

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### **Additional Steps:**

As the organizer of this LCIF Facebook fundraiser, you are responsible for informing LCIF of the identities of your donors and confirming the amount of their donations.

1. **At the beginning of the fundraiser:** Take a screenshot of your LCIF Facebook fundraiser description and email it to LCIF Development staff ([campaign100@lionsclubs.org](mailto:campaign100@lionsclubs.org)). Save the screenshot.
2. **At the conclusion of the fundraiser send the following to LCIF Donor Services ([donorassistance@lionsclubs.org](mailto:donorassistance@lionsclubs.org)):**
  - a. Your original LCIF Facebook fundraiser description screenshot
  - b. A spreadsheet you must append to include the complete name, club, and Lion member ID of each donor that should receive credit for contributions to your LCIF Facebook fundraiser, along with the amount they donated. Facebook will provide you with a list, but you will need to confirm the Lion information.

\*Donors can only receive donation credit for the amount they contribute to your fundraiser.

### **Implementation Scenario 3: Organizer-Managed Donor Credit**

**Donation credit:** to each donor of the LCIF Facebook fundraiser.

**MJF credit:** to an important Lion in your District.

**Wording to include in the fundraiser description:** MJF credit for all donations for this LCIF Facebook fundraiser will be credited to [*recipient lion*]. Donation credit will be distributed by [*name of organizer*], the organizer of this LCIF Facebook fundraiser, to individual donors at the conclusion of the fundraiser. All unclaimed donations to this fundraiser will be affiliated to (MD of the organizer) when records of donors are submitted at the end of this fundraiser. MJF credit for unclaimed donations will remain unnamed.

### **Additional Steps:**

1. **At the beginning of the fundraiser:** Take a screenshot of your Facebook fundraiser description and e-mail it to LCIF Development staff ([campaign100@lionsclubs.org](mailto:campaign100@lionsclubs.org)). Save the screenshot.
2. **At the conclusion of the fundraiser send the following to Donor Services ([donorassistance@lionsclubs.org](mailto:donorassistance@lionsclubs.org)):**
  - a. Your LCIF Facebook fundraiser screenshot.
  - b. A spreadsheet you must append to include the complete name, club, and Lion member ID of each donor that should receive credit for contributions to your LCIF Facebook fundraiser, along with the amount they donated. Facebook will provide you with a list, but you will need to confirm the Lion information.

\*Donors can only receive donation credit for the amount they contribute to your fundraiser.

### **Implementation Scenario 4: Crediting a Single Source**

**Donation credit:** to a Multiple District

**MJF credit:** to a Multiple District

**Wording to include in the fundraiser description:** Donation and MJF credit for all donations to this LCIF Facebook fundraiser will be attributed to [*Multiple District*] which [*name of organizer*], the organizer, chooses in honor of its commitment to Lions and LCIF, our foundation. All credit will be distributed by [*name of organizer*], at the conclusion of this Facebook fundraiser for LCIF.

### **Additional Steps:**

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1. **At the beginning of the fundraiser:** Take a screenshot of your LCIF Facebook fundraiser description and email it to LCIF Development staff ([campaign100@lionsclubs.org](mailto:campaign100@lionsclubs.org)) when your fundraiser begins. Do not forget to save this screenshot.
2. **At the conclusion of the fundraiser send the following to LCIF Donor Services** ([donorassistance@lionsclubs.org](mailto:donorassistance@lionsclubs.org)): Confirmation of the conclusion of your fundraiser along with the original screenshot to LCIF's Development team when your fundraiser ends.
3. All donation and MJF credit will be directed to the fundraiser organizer.

## Creative Examples of Facebook Fundraisers:

It is likely that as Lions begin to consider Facebook fundraisers, they will develop creative implementation ideas. Creative approaches should always align with strategies and implementation scenarios listed in this document. If organizers are not sure if a proposed fundraiser is aligned with acceptable strategies, they should confirm their methods with LCIF's Development team before beginning the fundraiser. The following is a simple list of some possibilities that have been identified for creative use:

- MJF lottery
- Fundraiser for specific causes or projects
- Fundraisers to provide MJFs to front line workers during the Covid 19 crisis
- Fundraisers asking people to donate money they are saving for not eating out
- Setting a donation target to initiate a fun, interesting or important activity:
  - When we reach US\$1,000 I will dye my hair pink and post the photos or video on Facebook
  - When we reach US\$1,000 our local restaurant will provide 10 free meals to a local homeless shelter
- Offer a trophy or a prize:
  - The person with the largest donation to this fundraiser will receive this ugly old hat
  - The person with the most donations to this fundraiser will receive this trophy

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