

LIONS OF MICHIGAN FOUNDATION

34th Annual Sight & Hearing Sweepstakes

Your Lions or Lioness Club can earn easy money for your local projects and help the Lions of Michigan Foundation by selling tickets for the Sight & Hearing Sweepstakes. The more tickets you sell, the more money your club earns - up to more than 1/2 of your total ticket sales. The Oscoda Lions Club earned over \$4,500 last year and the Alpena Lions earned over \$3,000. **YOUR CLUB CAN DO THE SAME!**

Each year, our foundation partners with Lions and Lioness Clubs throughout Michigan to help people with sight and hearing disorders, and the Sight & Hearing Sweepstakes provides the bulk of the necessary funding for that help. There are no risks for your club to participate in the Sight & Hearing Sweepstakes – only benefits. And, **REMEMBER**, you might also win one of the many cash prizes available, including the \$5,000 Grand Prize!

30 - 99 TICKETS SOLD = \$3.50 PER TICKET FOR PARTICIPATING CLUB
100 - 249 TICKETS SOLD = \$5.00 PER TICKET FOR PARTICIPATING CLUB
250+ TICKETS SOLD = \$5.50 PER TICKET FOR PARTICIPATING CLUB

Try these marketing ideas, and you will be surprised at how easy it is to sell tickets for the Sight & Hearing Sweepstakes. **YOUR CLUB CAN'T LOSE.**

1. Ask all of your members to buy and sell one ticket each. This will double ticket sales statewide, and it would provide tens of thousands of dollars for eye care and hearing aids in Michigan.
2. Obtain Board approval to buy Sight & Hearing Sweepstakes tickets in the club's name, or encourage each club member to donate \$10 to buy tickets in the club's name. Every year, some of the top prizes are won by Lions and Lioness Clubs.
3. Encourage your club members to buy tickets for their friends and family members. The tickets make great gifts for Christmas (stocking stuffers), birthdays, anniversaries or any special occasion, especially for that person who seems to have everything. Wouldn't it be great if a family member won the \$5,000 Grand Prize? Send the tickets to friends and family members with a letter that explains what Lions are doing to help people in need and why we are doing it.
4. Invite community groups (band boosters, scout troops, etcetera) that your club supports to help sell tickets. Give the group their share of the proceeds.
5. Plan to sell Sight & Hearing Sweepstakes tickets for a weekend or two at a local super market or other high volume location or event. Set up a table to display Lions information and your Sight and Hearing Sweepstakes tickets. Make up posters and signs, and pass out pamphlets that explain what Lions do and how the money collected helps people in your community.
6. Nearly all Lions and Lioness Clubs hold 50/50 raffles for our administrative fund. Try changing the format during the months of the Sight & Hearing Sweepstakes, December-April. Give the 50/50 raffle winner a \$10 Sight & Hearing Sweepstakes ticket for each \$10 of 50/50 raffle winnings.
7. Consider organizing a spaghetti dinner, auction or another special fundraiser to raise money to purchase tickets for the Sight & Hearing Sweepstakes in your club's name - that is a winning idea for your club and our foundation.