

The Columbus Northern Lions Club 2026 Growth Plan

👉 **Get started resources:**

www.columbusnorthernlions.com/engage

Dear Fellow Lions,

Over the past several months, many of you have shared something encouraging and inspiring:

“We want to do more.”

More service.
More outreach.
More visibility.
More impact.

That spirit is exactly why the **Columbus Northern Lions Club** exists.

Our motto is simple and powerful: **“We Serve.”**

Not “We meet.” Not “We plan.” Not “We talk.”

We Serve.

And when members begin asking how we can expand that service, it’s a sign of a healthy, growing, mission-driven club.

In response, we have built a structured but flexible engagement plan designed to give every member a clear and simple way to participate more — at a level that works for them.

This plan allows members to:

- Make one meaningful outreach connection per month
- Build new partnerships with schools, nonprofits, and businesses
- Invite others into our mission
- Increase our ability to serve more people in need
- Strengthen our visibility and presence in the Columbus community

It is not about pressure.

It is not about obligation.

It is about opportunity.

Opportunity for each Lion to choose how they want to engage — whether that’s one call, one email, one introduction, one sponsorship conversation, or one new partnership.

Small, consistent actions — when multiplied across our membership — create powerful momentum.

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We also recognize that as we grow our outreach and sponsorship efforts, we must grow our impact. Larger gifts and partnerships will require thoughtful stewardship and clear direction from our board and giving committee. This plan positions us for that next level of service while honoring our legacy and values.

The goal is simple:

To create a stronger ecosystem around our club — where schools, nonprofits, civic leaders, businesses, families, and neighbors are not just aware of us, but working alongside us.

This is how clubs evolve.

This is how impact expands.

This is how we live out “We Serve” in today’s world.

We hope this is something we can rally around together — not as a mandate, but as a shared vision.

Thank you for your heart, your time, and your commitment to service.

Together, we serve.

Warmly,

Lion’s Frank, Gary, and Jim

Columbus Northern Lions Club

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🌟 Option 1: Monthly Community Outreach (Easy + Powerful)

One Call. One Email. One Connection.

That's it.

Purpose

To personally connect with someone who can support—or benefit from—what the Columbus Northern Lions do.

This is about **relationships, goodwill, and awareness**, not just fundraising.

What Members Do Each Month

Choose **one or more** of the following:

- ✓ Write **1 short email or letter**
- ✓ Make **1 community outreach call**
- ✓ Call **1 personal connection** and:
 - Share what the Lions do
 - Invite them to a meeting or event
 - If they can't attend, ask if they'd consider a **\$25+ donation**

Who Can You Contact?

Pick **one person per month** from any category:

- 🏫 School principal or counselor
(*vision screenings, scholarships, food drives*)
- 🏠 Nonprofit or church leader
(*joint service projects*)
- 🏢 Local business owner or professional
(*sponsor, volunteer, donor*)
- 🏛️ Civic or public official
(*community partnerships & visibility*)
- 👨👩👦 Your personal circle
(*family, friends, coworkers, neighbors*)

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💡 You're not selling. You're inviting people into something meaningful.

❤️ Option 2: Partnership Builders (Create Bigger Impact)

“Let’s Do Something Together”

Some members love opening doors—and this is for them.

What This Looks Like

You reach out to organizations to explore **joint efforts**, such as:

Perfect — this gives members **clarity + confidence** when they make outreach calls.

Below are **5 description variations for EACH initiative**, so members can explain them naturally in conversation, email, or social posts.



School Supply or Coat Drives

1. Basic Community Support Version

Partner with a local school or nonprofit to collect backpacks, school supplies, or winter coats to ensure children start the year prepared and confident.

2. Seasonal Campaign Version

Launch a seasonal drive (Back-to-School or Winter Warmth) where local businesses serve as drop-off locations and the Lions coordinate distribution.

3. Sponsor-Involved Version

Invite a business to sponsor the drive and match donations, increasing impact while giving them positive community visibility.

4. Student-Engagement Version

Work with student groups to help organize and distribute items, teaching youth the value of service.

5. Scalable Growth Version

Start with one school and expand annually to additional schools as sponsorship and volunteer capacity grows.

Vision Screenings

1. School-Based Screening Version

Coordinate with school administrators to provide on-site vision screenings for students who may not otherwise have access.

2. Community Event Version

Offer free vision checks at a community fair or health event in partnership with local optometrists.

3. Sponsor-Supported Version

Secure a business sponsor to underwrite the cost of eye exams or glasses for children in need.

4. Referral & Awareness Version

Educate schools and families about available Lions vision programs and create a referral pathway for assistance.

5. Expanded Access Version

Partner with regional service programs to connect individuals with eye exams, glasses, or follow-up care.

Helping a Local Family in Need

1. Emergency Support Version

Coordinate immediate assistance for a family facing medical, housing, or unexpected hardship.

2. Holiday Assistance Version

Partner with a school or church to provide meals or gifts to a nominated family during the holidays.

3. Community Nomination Version

Allow teachers, clergy, or community leaders to discreetly nominate families for Lions support.

4. Business Match Version

Work with a local business to match Lions contributions and double the impact.

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5. Long-Term Support Version

Assist a family not just financially, but with mentoring, job connections, or community resources.

Community Clean-Ups or Environmental Projects

1. Neighborhood Beautification Version

Organize a local park or roadside cleanup in partnership with city officials.

2. Earth Day Collaboration Version

Coordinate a larger environmental effort around Earth Day with schools and civic groups.

3. Business Participation Version

Invite local companies to send employee volunteer teams and sponsor supplies.

4. Youth Involvement Version

Work with student groups or scouts to teach environmental stewardship.

5. Ongoing Adoption Version

“Adopt” a specific park, trail, or roadway and commit to regular maintenance and improvement.

Simple Conversation Starter

“Our Lions Club looks for ways to partner locally—would you be open to exploring something together?”

These partnerships expand impact **without increasing workload.**

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Option 3: Business Visibility & Sponsorship Finders


Support Local Businesses — and Let Them Support the Community

Many businesses *want* to give back but don't know how.

What We Offer Businesses

- Logo placement on banners & social media
- Mentions in newsletters and meetings
- Recognition at events
- Optional table or presence at fundraisers

 **Typical Local Sponsorships:** \$100–\$250

 Builds long-term relationships, not one-time asks

For Larger Sponsors

Some members may help identify **\$1,000–\$10,000 sponsors**.

These will be supported by the Giving Committee and may include:

- Named initiatives
- Directed donations
- Co-branded programs like “**Journey of Hope**”

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👁️ **Option 4: Service Program Connectors**

Helping People Who Need Help — Right Now

Often, the biggest value is simply **connecting needs to resources**.

Ask This Question

“Do you know anyone who could benefit from a Lions program?”

Programs Include

- Eye exams & glasses for children
- Meals for seniors
- Disaster assistance
- Scholarships & youth leadership programs

✪ Every request is reviewed and approved by the Board to ensure transparency and impact.

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Option 5: Volunteer, Member & Donation Growth Champions

Help Us Grow the Mission

Some Lions love serving at projects.
Some love building relationships.
Some love inviting others in.

This option is for members who want to help expand our reach — through **volunteers, new members, or steady monthly support.**

You can choose one or all of the paths below.

1. Volunteer Growth Champion

Help us bring new hands into service.

What this looks like:

- Invite 1 guest per quarter to a meeting or service project
- Share Lions posts on social media
- Personally introduce someone to a project that fits their interests
- Follow up with potential members after events

Many people want to serve — they just need a personal invitation.

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2. Member Growth Champion

Help us grow our membership intentionally.

What this looks like:

- Identify community leaders who would make strong Lions
- Attend meetings with a guest and sit with them
- Share why Lions matters to you personally
- Mentor a new member during their first 90 days

Strong clubs grow because members personally invite others in.

3. Donation Growth Champion (Monthly Mission Builders)

This is where consistent impact happens.

We are looking for **at least 10 members** who will commit to helping raise **\$50 per month** from their personal network.

That's it.

Not \$500.

Not \$5,000.

Just \$50 per month.

How This Can Work:

- 5 friends giving \$10/month
- 2 small businesses giving \$25/month
- 1 family member giving \$50/month
- Or even your own monthly contribution combined with others

Small, steady contributions create stability.

If 10 members raise \$50/month, that equals:

- \$500 per month

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- \$6,000 per year
Before we even host a single event.

That kind of base funding gives us confidence to:

- Say “yes” to families in need
 - Expand scholarships
 - Fund vision programs
 - Launch new initiatives
-

OR... You Can Fundraise Your Own Way

If monthly outreach isn't your style, you can:

- Host a small birthday fundraiser
- Ask for donations instead of gifts
- Organize a mini event (cornhole, cards, dinner night)
- Approach a business for a one-time sponsorship
- Or just donate \$50 a month yourself

There is no single right way — just commitment to growth.

What To Say

Keep it simple:

“I'm part of the Columbus Northern Lions Club. We support local families, vision care, and community needs. Would you consider supporting us with \$10–\$25 per month? Even small amounts make a real difference.”

Most people will say yes when asked personally.

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The Goal

We are looking for:

- 10 Volunteer Champions
- 5–10 Member Growth Champions
- 10 Monthly Mission Builders raising \$50/month

This is optional — but powerful.

If just a portion of our club steps into this role, our impact multiplies without adding heavy workload to anyone.

Why This Matters

Service requires heart.

Growth requires intention.

Stability requires consistency.

This option helps ensure that when someone in our community needs help, we are ready.

Not scrambling.

Not guessing.

Ready.

Because that's what Lions do.

 **We Serve.**

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Always End with a Personal Touch

No matter which option you choose, wrap up with:

“I’d love to keep in touch and invite you to an upcoming event.
Would you mind if I got your email so we can include you in our updates?”

🌟 Cold contacts become **warm allies**.

Our Shared Goals

- **Participating Members:**
Help generate **\$50–\$100 per month**
 - **Sponsor Finders:**
Identify **larger gifts (\$1K–\$10K)**
 - **Long-Term Vision:**
Build a connected ecosystem of schools, nonprofits, businesses, and neighbors working *with* us—not just donating to us
-

Introducing....

1st Annual Columbus Northern Lions Car Show

To grow, we must be willing to think bigger. Growth doesn't happen quietly — it happens when we create opportunities for the community to see us, engage with us, and rally around what we stand for. The **1st Annual Columbus Northern Lions Car Show** is designed to be more than just an event; it's a statement that we are active, forward-moving, and committed to expanding our impact.

Event Date: Sunday, June 14th

Setup Date: Saturday, June 13th

Location: The Eldorado's and Chick-fil-A Parking lot at Morse and High Street

This car show gives us the chance to reintroduce ourselves to the northern Columbus community in a bold and exciting way. With greater visibility comes greater awareness, stronger partnerships, increased membership, and the ability to grow our causes and donations. When people see the Lions leading, organizing, and bringing the community together, they understand the heart behind our mission. This is how we build momentum, strengthen our foundation, and continue living out our promise — **We Serve.** 🐘

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What This Looks Like

You can reach out to businesses, sponsors, car clubs, and community partners to build something exciting and visible — a signature community event that brings people together while raising funds for service.

1. Co-Hosted Community Event Version

We will partner with a local dealership, car club, or community organization to co-host the **1st Annual Columbus Northern Lions Car Show**, benefiting a shared local cause.

2. Title Sponsorship Version

Offer naming rights to a major sponsor:

“The [Business Name] Presents the 1st Annual Columbus Northern Lions Car Show.”

This increases fundraising potential while giving strong community exposure to the sponsor.

3. Community Networking Version

Use the Car Show to bring together business leaders, car enthusiasts, families, civic leaders, and community partners in a fun, relaxed environment that showcases Lions service.

4. Cause-Focused Version

Designate proceeds toward a specific initiative such as:

- Scholarships
- Vision care programs
- Disaster relief
- “Journey of Hope” community fund

This gives sponsors and attendees a clear purpose behind the event.

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5. Annual Signature Event Version

Launch this as the **first of many**, establishing the Columbus Northern Lions Car Show as an annual tradition that grows in:

- Sponsorship
- Attendance
- Vendor participation
- Community impact

A signature event builds identity, momentum, and long-term fundraising stability.



Car Show Committee Sign-Ups Needed

To make this successful, we need Lions to step into specific roles. Members can choose what fits their comfort and skills.

🔪 Door / Ticketing Team

- Manage entry check-in
 - Collect registration fees
 - Hand out wristbands or programs
 - Track attendance numbers
-



Lions Information Booth

- Share what the Lions do
 - Collect emails for future outreach
 - Accept donations
 - Promote upcoming events
 - Invite guests to meetings
-



Safety Team

- Direct parking flow
 - Ensure pedestrian safety
 - Coordinate with local police/fire if needed
 - Oversee emergency procedures
-

⚙️ Operations Team

- Setup & breakdown
- Tent placement
- Signage placement
- Power coordination (if needed)
- Equipment logistics

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Vendor Support Team

- Assist vendors with setup
- Provide parking direction
- Ensure vendor satisfaction
- Coordinate food trucks

+ Additional Roles We'll probably Need

To run this like a polished signature event, consider adding:

Marketing & Promotion Team – Lion Jim Beck - Chair

- Social media
- Flyers & posters
- Press outreach
- Sponsorship deck distribution
- Website updates

Sponsorship Team – Lion Frank Williams- Chair

- Identify and approach potential sponsors
- Present tier packages
- Secure commitments
- Maintain sponsor relationships

Car Registration Team

- Coordinate vehicle entries
- Confirm classes/categories
- Manage judging sheets

Awards & Judging Team -

- Coordinate judges
- Manage ballots
- Present trophies

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- Organize award ceremony

Entertainment & Atmosphere Team - TBD

- Secure DJ or music
- Emcee coordination
- Announcements
- Raffle coordination

Finance & Accountability Team – Lion Bill Lucas- Chair

- Track revenue & expenses
- Reconcile ticket sales
- Provide transparent reporting to Board

Clean-Up Crew

- Final walkthrough
 - Trash removal
 - Return borrowed equipment
 - Leave location better than we found it
-

Why This Matters

The 1st Annual Columbus Northern Lions Car Show isn't just an event.

It's:

- Visibility
- Energy
- Member engagement
- Sponsorship growth
- Community goodwill
- And real funds for service

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This is how we live “**We Serve**” in a big, visible way.

Tools & Support

- Scripts, templates, and contacts provided
- Shared outreach database maintained in **BizApp247**
- Easy tools to add emails, track outreach, and follow up

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