

Who Do You Know

Not too long ago, a Lion provided a referral and an introduction to a businessman he'd recently met on behalf of the WLF Lions Pride Campaign. The businessman was not a Lion, but was a known financial supporter of various causes. Based on the referral, he agreed to meet briefly with Pride representatives.

Instead of several minutes, the meeting lasted several hours. It began with a review of the Wisconsin Lions Foundation's history of serving the common good of local communities through its service projects. He was drawn to vision-related projects: campers, eyeglass recycling, children's vision screening and diabetes awareness.

The personal connection for him: his father's sight difficulties. By the end of the meeting, he signed a \$100,000 commitment.

Think about your service as—reaching, touching and improving lives. Think about who you know—or friends or family members they may know—that could have a connection and a potential capacity for a major gift to the WLF Lions Pride Endowment Fund.

Then contact the Lions Pride office about prospects you know personally. Your referral can have an impact especially if you've made a contribution yourself. Pride representatives can carry the ball from there, involving you as little or as much as you prefer.

Your help and support at home will help to assure continuation of the WLF legacy of Lions Club services in common for Wisconsin communities.