

A Mission to Care, Support and Help Our North Carolina Citizens

North Carolina Lions, Incorporated is a 501(c)3 nonprofit organization established in 1934. As the official charitable organization for the Lions of North Carolina and working closely with community based North Carolina Lions Clubs, we collectively enrich the lives of those blind and visually impaired, offer needed services for those less fortunate in each community and a hallmark of continuous support of research for health related issues concerning vision and overall wellness of all our citizens.



this issue

Kid's Sight Mobile Screening Units
Fundraising Reminders
Inside Our Brighter
Visions Campaign

On the Road... KidSight Mobile Screening Units

Carlton Metts, NC Lions Inc. Executive Director

The North Carolina Lions, Incorporated, "See The 21st Century Mobile Screening Program", is proudly announcing the addition of the North Carolina Lions, Incorporated, KidSight Screening Program", in your district.



Right now there are new KidSight SUV's assigned to your district in North Carolina. They are wrapped and equipped with everything you need to screen young kids 6 months up to 12th grade. One is assigned to each district, 31-L, 31-I, 31-O, 31-N and 31-S.

The KidSight Units are assigned to your District MSU/KSU Coordinator Chair and will be shared in your district for club events. The scheduling will be coordinated between the NC Lions, Inc. MSU/KSU Coordinator, District Chair and the scheduling club. The District Chairs are currently searching for potential operators in each district. The vehicle will need an assigned address for insurance purposes.

Your State MSU/KSU Coordinator is Bryan Hoover and your NC Lions, Inc. Statewide Chair is PCC Diane Whitley. Districts Chairs for 31-L are Curtis Erickson, Gordon Gilemon, Wayne Houser; District Chair for 31-I is Jon Snelling; District Chair for 31-O is Nelson Smith; District Chair for 31-N is Gene Goetz; District Chairs for 31-S are Ron Beltran and Patrick Leonard. I would like to thank these Lions for stepping up to lead their respective districts.

In August, the NC Lions, Incorporated sponsored a free two days training class to kick off the event. There were forty Lions in the class. The class began with PlusOptix Representative Rene Regnat, on the operations and setup of the PlusOptix Screening cameras. Next followed PID Dr. Edward Cordes of KidSight USA. He covered the necessities of the KidSight that can lead to certification of the screeners. NC Lions, Incorporated Coordinator Bryan Hoover and Executive Director Carlton Metts covered the EarScan3 Audiometer. On the second day policies and procedures were discussed for the new North Carolina Lions, Incorporated KidSight Program.

(continued page 2)

In the Know... Join Us

There are 5 Chevrolet Equinox SUVs that are equipped with everything you will need to screen young kids 6 months up to 12th grade. One will be assigned to each district.

- We are looking for people in each district that will take responsibility for the SUV.
- Each potential driver will need a license check before you can drive.
- These vehicles are equipped with a GM/INSIGHT maintenance monitoring system.
- Since we have an NC SCIFF Grant, we will need to report the screening results to the State of North Carolina.
- There will be screening cameras, Snellen charts, Ishihara Color Vision Books for backup, since some schools do require the old fashion method of screening.
- Each KSU will include an EarScan3 Audiometer for conducting hearing screenings. Reminder to you this is going to be a process in the making, where we will need to work together and make changes as needed and as we go along.



KidSight Overview

The KidSight Units are available to all Lions Clubs on a first come basis and are for use for Vision and Hearing Screenings for children ages 6 months through 12th grade.

All KidSight Screenings using the KidSight Screening Unit will require a minimum of one Certified Screener to be present. In the beginning we expect that we may have only one Certified Screener at each screening, which would be the KSU Operator. In the future we anticipate many Lions across the state will additionally be certified to conduct the screenings to the standards of Lions KidSight USA.

We at NCLI anticipate that each District will have multiple KSU Operators that may be available on different occasions. These KSU Operators would take the KidSight Unit to a screening location and assist the sponsoring Lions Club to conduct the screening. The Screening Fee is \$150.00 per day for use of the KSU and screening equipment. These funds will help maintain the KSU and cover the expenses of the KSU Operator.

The KidSight Units are in no way meant to change the process of Vision Screenings that many Lions Clubs are already doing. However, we do hope that going forward, we can get every Lions Club to report their screening results to Lions International, NCLI Statewide Chair, MSU/KSU District Chairs and NCLI MSU/KSU Coordinator.

KidSight Scheduling Process

All bookings for Lions KidSight Units will be done through the State MSU/KSU Coordinator. This can be done through email or by phone. (Please know that the State Coordinator will not be available at all times, so email is the easiest form of contact.) Screenings requested for a date within the District can be checked on the website <https://nclionsinc.org> but cannot be confirmed or reserved except by the State Coordinator. At the time of the request the State Coordinator will check the calendar for MSU or KSU availability and pencil the screening into the MSU Calendar/KSU Calendar. If any Lion in North Carolina is interested in becoming a certified screener please contact Executive Director Carlton Metts for directions on how you may achieve becoming a certified screener. Email carlton@nclionsinc.org or call 800-662-7401 ext. 223.

The Mobile Screening Unit below is still available for adult screenings in your area. Please continue to contact Bryan Hoover to schedule your events.

Early detection of eye problems in all ages is so important but for kids this will mean that a high majority can be cured. So, let's join together in screening our schools, kindergartens, nurseries, day cares and more. Thank you Lions for all you do!

Communication Success for Your Fundraising

In our never-ending need for support of our programs and services, we count on our donors to become everlasting. As our membership continues to decline, let's build our donations within our communities, because, number 1, all of our services statewide are for the benefit of individuals throughout our state.

So, let's refresh some of the basics of fundraising.

Why People Give

People don't donate to faceless organizations or buildings. They give to change lives and save lives, and because someone asked them to. People are the basis of every fundraising campaign. According to donorbox.org here are 9 magic words that increase donations for nonprofits



1. **YOU...** This can make donors feel excluded and unappreciated. If you have a website and a donation page already, critically assess your messaging. Are you focusing on your donors or on you? If you're focused on yourself, rewrite. Try to replace as many of the "we" and "us" with "you".

Your generosity is astonishing... Thank you for your leadership and support... With your help, we've screened over 10,000 school children in the early detection of vision problems. Your commitment made this happen. Your donors want to know that they make a difference when they give.

2. **BECAUSE...** adding reason to your request can almost double your success rate. This is because the human brain is wired to react when it hears the word "because". Research shows this word is an automatic trigger for compliance, and in many cases, a person stops paying attention to what comes after they hear "because". There was a study done featured in Harvard Magazine, on how people respond to language.
3. **TODAY...** Using the word "today" conveys a sense of urgency, which can help motivate your donors to give and not delay their donation. When using the sense of urgency to get your donors to give, don't jump straight into it.
4. **THANK YOU...** Turns out it is. In their paper, Learning to Say Thank You: The Role of Donor Acknowledgements, Jen Shang, Adrian Sargeant, Kathryn Carpenter, and Harriet Day shed light on the science behind saying "thank you". Among other things, their research showed that donors who received an extra thank-you letter gave 60% larger gifts than those who did not.
5. **SMALL...** "Small" (or "few", or "little", or "just") is a fundraising magic word. Implying that a small action is a good start will make people more amenable to making a move and help people breakthrough "action paralysis." EXAMPLE.... "Making a donation is a way of reaching out a helping hand. By providing even a small donation, you can be part of an effort to provide lunches for the kids in our schools.
6. **QUICK...** Our brains love instant gratification. Several magnetic resonance imaging (MRI) studies have shown that our frontal cortex is highly active when we think about waiting for something and our mid-brain lights up when we think about receiving something right away. Words like "instant," "immediately," or even just "fast" are known to flip the switch on the mid-brain activity that makes us so prone to act. While you cannot often use the word "instantly" when describing nonprofit services, using the words "quickly" or "immediately" can easily be incorporated into your web copies. (continued next page)

Why People Give... Continued

7. **JOIN...** People are more likely to engage in a behavior when they think other people are doing the same thing. Especially when they are uncertain, people will look to the actions and behaviors of others to determine their own.

Humans are social animals, and science is telling us that, to persuade others, we can point to what many others are already doing. People are more likely to engage in a behavior when they think other people are doing the same thing. A study showed that there was a 12% increase in average donation amounts when donors were subject to “social information conditions”. Essentially, suggested giving levels helped tell donors what amount is “appropriate” to give.

8. **100%...** Donating feels good. If it doesn't, it won't happen. Donors are increasingly averse to the idea of overhead costs. Somewhere along the road, an idea was formed that some charities are massive, bureaucratic machines that spend a lot of money on overhead and administrative costs. And no one wants their \$100 to go towards the CEO's salary. Lions can be true winners because 100% of donations go to the program or service.
9. **EXPERT...** Just like we're wired to do what others do, we're wired to follow the lead of experts. People respond positively to credibility and authority. You can build authority in many ways: using testimonials, showcasing logos of brands supporting you, sharing links to credible research or writing you've done. All of these are symbols of authority and can increase your influence. And ultimately, trust is the most important element of any relationship. This also applies to the relationship between a nonprofit organization and its donors.

Embed the magic word “expert” into your calls to action and on your donation page and watch your donations increase over time.

PDG Paul Bledsoe, NC Lions Public Information

**YOU ARE THE MOST
IMPORTANT REASON
FOR OUR
FOUNDATION'S
CONTINUED SUCCESS.**

**YOU ARE
APPRECIATED.**

NORTH CAROLINA
Lions, Inc.

We have created a new membership certificate for each and every member of your club. It's a reminder to our membership of their validity as a member in this foundation.

The goal is that every NC Lion understands they have ownership in this foundation. So, please contact the office for copies and/or download this prestigious certificate.

