



Thousands of Lions Clubs in 40 States have raised Millions of Dollars by holding White Cane Day since it started in 1951.

White Cane Day is approved as a fund raiser by Lions International.

Now raise money for...



TIPS FOR A SUCCESSFUL WHITE CANE DAY

- 1) Club presidents should appoint a White Cane Committee and Chairmen. Every committee member should be told what is expected of him.
- 2) White Cane Committee should decide what supplies are needed and should order the supplies at least one month prior to White Cane Day. Order forms are mailed to each club president.
- 3) The committee should determine where the project is to be held. Shopping centers, malls, banks, stores and post offices are a few. It's better to cover a busy location such as a super market all day and into the night on two days than spread yourself thin on one day.
- 4) The committee should "talk up" White Cane Day and get all Lions committed to work. A "Special Day" at the regular Lions Club meeting prior to White Cane Day is a good time to get all of the information out and signed up to work. The committee should plan work shifts for all locations. The more workers a Club has, the more funds it will raise. Be sure that each Lion or Lionesses knows how and where donations will be used in case the public asks.
- 5) The miniature white canes should be assembled in advance of White Cane Day. Lapel stickers have to be wrapped around each cane. Several members are needed to accomplish this task.
- 6) At least three weeks before White Cane Day, press releases and pictures should be given to newspapers. Radio and television stations should be given public service announcements. Committee members should also place signs in businesses and other locations.
- 7) After getting permission from merchants, White Cane Day coin collection boxes should be placed near active cash registers about three weeks in advance of White Cane Day.
- 8) Donations should be solicited from local businesses prior to White Cane Day. Individual contacts or letters are helpful.
- 9) The White Cane Day Chairman should be on duty at all times on White Cane Day. He should make sure all stations are covered. He should pick up and count money periodically.
- 10) Lions and Lionesses should wear Lions Club identifying shirts, hats, vests, etc. to be easily recognized.
- 11) A committee member should have the responsibility of keeping workers supplied with money boxes, canes, Ballons and sticks.
- 12) The week following White Cane Day, coin collectors should be picked up.
- 13) The committee should write letters to merchants thanking them for their assistance and should report the amount collected.
- 14) The newspaper should be given a brief story on the amount collected and appreciation should be expressed for donations. Sample stories will be mailed to all club presidents prior to White Cane Day.
- 15) White Cane Days report form should be sent to proper chairman.