
Lions Biggest BBQ 2019

Marketing information kit



Every child deserves a chance at a healthy life
Our Vision: 100% survival for kids with cancer

The Australian Lions Childhood Cancer Research Foundation
is a Category 'A' Project of Lions Australia.



Australian Lions

Childhood Cancer 
Research Foundation 

Help us
fight kids'
cancer.

Lions Biggest BBQ 2019

Facts and information

About Lions Australia

Lions Australia is one of Australia's largest service organisations with almost 25,000 members and 1,200 clubs across Australia. Lions Australia raises over \$20 million per annum to assist in community and health projects, and funding for Lions foundations and programs. For more information on Lions in Australia, please visit the MD website at www.lionsclubs.org.au

Lions Australia has been supporting childhood cancer research at least as far back as 1976. Since that time childhood cancer survival rates have improved to about 80% but unfortunately every year in Australia more than 900 children are still diagnosed with cancer and three Australian children die from cancer every week. Among childhood illnesses, cancer remains the most common cause of death in Australia.

About ALCCRF

Since 1996, Lions Australia has shown outstanding commitment contributing over \$5 million to childhood cancer research. This effort has resulted in, amongst other things, safer and more effective blood stem cell transplantation for leukaemia patients following chemotherapy which can lead to shorter hospitalisation and more rapid recovery. Lions have done a lot but the job is not over because we believe every child has the right to a healthy life. At the 57th national convention in Melbourne in May 2009, Lions established a category 'A' Project to be known as Australian Lions Childhood Cancer Research Foundation (ALCCRF).

About the 2019 Lions Biggest BBQ

Lions Biggest BBQ is an annual fundraising event undertaken by many of the 1,200 Clubs across the country between January - June 2019, when it best suits your Club. Funds raised will be used to help achieve ALCCRF's mission to prevent kids with cancer dying by raising funds nationally and donating these funds to the best scientific and clinical childhood cancer research conducted right across Australia.

More information

Visit the website at: www.alccrf.lions.org.au or contact your ALCCRF District Chairman or Trustee.

Lions Biggest BBQ 2019

Timeline of activities

Lions Biggest BBQ Event

January 2019 (or whenever it suits your Club)

- Secure your venue to stage the Lions Biggest BBQ in your local community.
- Contact third parties to determine their interest in participating in the Lions Biggest BBQ.
- Finalise all logistical elements of your local Lions Biggest BBQ.
- Localise and distribute pre event media release with photo.
- Secure any local media coverage of local events
- Conduct a follow-up call with media to determine whether they would like to send a photographer to cover your local event

June 2019 (or later if applicable)

- Finalise all monies raised and post the donation cheque to:-

ALCCRF Trustee PDG Ron Skeen
PO Box 770 BELCONNEN ACT 2616

- Direct deposit or bank at NAB:-
BSB: 085-397 A/C: 942947951

Email details of all bank deposits to
ALCCRF Treasurer PDG Ron Skeen.
rjskeen@optusnet.com.au

Please ensure reference is made to
CLUB NAME and 2019 Biggest BBQ

Lions Kids Cancer Genome Project

In its first three years, this Cancer Genome project will provide whole genome sequencing and analysis for 400 children with high risk cancer in Australia, who will be enrolled in the zero childhood cancer program – one of the most detailed genetic and biological analysis of a child's cancer globally to date! Whole genome sequencing is like a PASSWORD which opens up a computer – similarly in genome sequencing, it helps identify a child's DNA that may predispose to cancer, and helps build a database of genetic risk factors that could assist with prevention and treatment strategies in the future. The goal of this multidisciplinary personalised cancer treatment program is to better match the drug to the target within the cancer cell, thereby improving the chance for cure and reducing the cost of curative therapy in the short and long term for children with cancer. The Lions Clubs International Foundation and the ALCCRF are together contributing A\$3.2 M with a further commitment from the ALCCRF to raise an additional A\$0.8M over the next 3 years. Contributions from your Lions Biggest BBQ over the next three years, will assist the fundraising for the A\$4M target, in aid of the Lions Kids Cancer Genome Project.

PDG Peter Lamb - Trustee

Lions Biggest BBQ 2019

Marketing tips

Why have the Lions Biggest BBQ?

We believe every child has the right to a healthy life. Funds raised will be used to help achieve ALCCRF's mission to prevent kids with cancer dying by raising funds nationally and donating these funds to the best scientific and clinical childhood cancer research conducted right across Australia.

What are we trying to achieve?

We want to encourage as many Lions, Lioness, Leo Clubs and members of their local communities to attend and join in the festivities of the Lions Clubs 'Biggest BBQ' from January to June 2019.

Following are some suggested activities to help you organise your 'Biggest BBQ'

Turning the Biggest BBQ into a community event.

Contact community groups (such as Scouts, Girl Guides, youth groups, dance groups, senior citizens) to be a part of a community BBQ held at the local park or other suitable venue of your choice. You can include fundraising activities at the community BBQ to generate further funds.

Contact local Schools.

Contact the principals of the local schools to see if a school BBQ can be organised during a lunchtime. A note could be sent home to invite parents/grandparent/guardians to enjoy a Lions Biggest BBQ at their child's school.

Contact local sporting groups

Contact the local sporting groups. They may be interested in having a BBQ day for their teams, which will generate further funds for the Lions Biggest BBQ. You could ask some of the sporting personalities in

your local community to support the BBQ and get them down to speak to media of their support of the worthy cause.

Contact local businesses

Contact a few businesses in the area to gauge their interest in coming along to the Lions Biggest BBQ event as a social day for management and staff. Businesses would use events like this as a social and also networking activity for their company. You could ask certain local businesses for sponsorship for the event, which could come in the form of a donation to ALCCRF for childhood cancer research or in the form of a prize for activities at the BBQ (such as raffles and races)

Fundraising

Some other suggestions for fundraising activities include:

- A bucket collection
- Donation per person attending
- A HUGE raffle where everybody donates a grocery item

All money raised through the Lions Biggest BBQ should be channelled through your LIONS Club's accounts for one LARGE DONATION, attached to a return slip and sent to:

Australian Lions Childhood Cancer Research Foundation
Attention PDG Ron Skeen – Trustee
PO Box 770 BELCONNEN ACT 2616

After the BBQ event, be sure to contact participating groups to thank them for participating and encourage them to be involved again next year!

Ensure you have Lions signs, banner, BBQ aprons, etc on the day, to ensure that everyone in attendance knows that it is a Lions initiative.

Lions Biggest BBQ 2019

Tips & hints for clubs when speaking to the media.

Here are a few tips to consider when contacting your local media to 'sell' the concept of the Lions Biggest BBQ.

Which media should I target?

Local and community: newspapers, magazines, radio stations, television stations.

Who should I contact?

It is a great start if you already have strong relationships with local media. The best person to start with is the editor of the print media (newspapers & magazines) or the producer for broadcast media (radio & TV).

Where can I get contact details?

Most media outlets have websites or are listed in the phone directory for you to search contact details. Sometimes it is worth calling the switch number and just asking the details of the journalist that are interested in social and community issues/affairs. If you do not have access to the Internet, you can contact your District PR Chairman who should have access to phone numbers and email addresses for local media.

What do I do next?

Below is a suggested structure to follow when contacting your local media.

Introduction:

Good morning/afternoon, I am [insert name] from [insert club name] Club. I wonder if you may have a few moments for me to go through what we have planned for Lions Biggest BBQ event this year.

Explanation of Lions Biggest BBQ:

Lions Biggest BBQ is an annual fundraising event undertaken by many of the 1,200 Clubs across the country. This year, the BBQ is being held on [insert date]. To date, Lions Australia has raised well over \$5 million for childhood cancer research through various fundraising activities such as the Lions Biggest BBQ.

Lions are one of Australia's largest service organisations which raise more the \$20 million dollars per year for health, welfare and charitable projects.

Our local club, [insert club name] Club, has raised around \$XX,000 dollars in 2018 for a range of projects and hopes to do so again this year.

This year, our BBQ will be held at [insert venue] on [insert day/date]. I can send through a media release on Lions Biggest BBQ which you and your readers/viewers may find interesting.

Lions Biggest BBQ 2019

Media release.

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For more information contact:

Chairman PDG John Thorpe V District
0418 518 850
johnthorpe@outlook.com

Vice Chairman PCC Tony Roney T District
0409 829 511
anthonyvincentronney@bigpond.com

Secretary PCC Lindsay Marsden Q District
0427 656 201
lmarsden@bigpond.com

Treasurer PDG Ron Skeen N District
0412 131 677
rjskeen@optus.net.com.au

Trustee Sandy Royal C District
0419 857 083
sandy.royal@adam.com.au

Trustee David McKenna N District
0434 942 175
david@dmmckenna.com

Trustee PDG Austin Lanphier Q District
0408 188 852
ausandtoni@bigpond.com

Trustee Lion Kerrie McMahon V District
0405 956 800
lionkerriemcmahon@gmail.com

Trustee PDG Peter Lamb W District
0447 711 162
peterlambman@gmail.com
