

## COUNCIL BROCHURE

We are often called upon to describe our OPERATION LAMB program. It is handy to have a brief summary available to give to anyone who inquires. Such a summary would also be useful when recruiting new members, when soliciting funds from corporate sponsors, and when seeking permission to solicit in front of local businesses. *It is also a good idea to have such information in the hands of all workers as they solicit donation, so that they will be prepared for questions.*

On the following two pages, a DRAFT three-fold brochure can be found. The simplest way to convert it to a Council brochure is to fill in the name and address of the Council LAMB Director, or the Grand Knight. There is also a column in which the previous recipients and sponsors might be mentioned. This is an important addition that makes the brochure of great local importance.

If needs only require a low number you can usually print them up on a home PC printer. Higher volumes can be printed at an office supply location (Stapes, Kinko's, Office Depot etc.)

If you require a number you may want to contact the printer we use for the manual as well as the remittance envelopes (See Attachment 13)

Alternatively, several Councils use some of the information and compose highly individualized brochures using the talents of members who might be so skilled. One Council prepares cards for the same purpose. A local copy shop donates (the cost of) them so no Council money is needed. A copy of the information supplied on the card is shown on the page following the brochure material.

**Also note all printed materials should have the following in a minimum 9point type somewhere in the document:**

"Financial information about this organization and a copy of its license are available from the North Carolina Solicitation Licensing Branch at (919) 807-2000. The license is not an endorsement by the State."

Whatever procedure is used, it is a good idea to have a LAMB brochure or card handy in your Council, and to update it each year. All street solicitors should have these available to supply if a donor inquires about LAMB.

**Keep in mind however, costs associated with printing, mailing, certificates of appreciation, etc. need to be covered by the Council's general budget, funds collected for LAMB cannot be used for these purposes.**