

LAMB Brainstorming Session

How can we improve our income for the “Least Among My Brothers”?

➤ Area Strategy

- Should we synchronize our street collection dates with nearby Councils to maximize publicity?
- Are we avoiding conflicts with other Councils? Only one Council should solicit in front of an area store. Only one Council should solicit any store, or individual for a “Corporate Donation”

➤ Street Collections

- Do we have permission to cover ALL of the large, high traffic stores in our area?
- Are we covering them only during highest traffic times?
- Are we covering each of these locations for six days or more?
- Does at least one of our solicitation days coincide with payday for the largest employers in our area?
- Are we averaging at least \$80. per 3hr shift per member turning out?
- Are we turning out at least 2/3rds of our membership to solicit?
- Are friends and family members turning out in numbers at least equivalent to the number of knights working?
- Are our Columbiettes and Squires helping out?
- Are any people from the agencies we assist turning out to help?

➤ Non-Street Donations

- Your Council’s initial goal should be 10 to 20% of your gross
- Where are we getting donations now?
- Are we using the best talent in the Council to solicit donations?
- Have we approached all of the companies, stores, and individuals that might reasonably support our worthy cause?
- Have we organized at least one annual Council fund raising event to benefit LAMB? For example, a 50/50 drawing; local golf event; special dinner, Read-a-thon, others??