

Lions Biggest BBQ



MARKETING THE LIONS BIGGEST BBQ

What are we trying to achieve?

We want to encourage as many members of the local community to attend and join in the festivities of the Lions Clubs "Biggest BBQ" during April, 2009.

Below are some suggested activities to help you organise your 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. 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 for CCIA 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 to:

LIONS CORD BLOOD AND CHILDHOOD CANCER RESEARCH APPEAL

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.