



LIONS RECYCLE FOR SIGHT

Activity Guide

Lions Recycle For Sight is a special eyeglass collection program that allows both first-time participants and collecting veterans to join together in a concentrated effort to help people in need of glasses throughout the world.

Get Involved

Many clubs already know that recycling eyeglasses is a simple, yet fulfilling, activity. In fact, it has been a popular Lion service activity for more than six decades. The Lions Recycle For Sight program is designed to run in conjunction with, or in addition to, any collection efforts your club may already sponsor.

By designating May as Lions Recycle For Sight Month in your community, your club has the opportunity to join with thousands of other Lions throughout the United States and Canada—and even some other countries worldwide—in a large-scale effort to raise awareness about the importance of donating old eyeglasses and the impact they can have on a person in need.

Collecting used eyeglasses through Lions Recycle For Sight not only helps your club bring an international activity to your local community, but it also provides a great opportunity for the public to support your service efforts in a way that does not involve raising funds.

The Need is Great

There is a tremendous need for recycled glasses throughout the world. The World Health Organization (WHO) estimates that the eyesight of approximately 25% of the world's population could be improved with corrective lenses. Unfortunately for many people a pair of glasses is both expensive and inaccessible. In developing countries, an eye exam can cost as much as one month's wages and a single doctor may serve a community of hundreds of thousands of people.

According to the World Health Organization (WHO), one child in four cannot see well enough to read without glasses. By age 40, 90% of adults need eyeglasses to read. The lives of nearly 500 million people would improve with a simple pair of eyeglasses.

In many areas of the world, poor eyesight left uncorrected can force adults into unemployment and children out of the classroom. By participating in Lions Recycle For Sight Month, your club will make eye care possible for those who might not otherwise receive the help they need to make a better life for themselves.

Program Guidelines

All types of glasses for children and adults are acceptable, including very strong or very weak prescriptions. Reading glasses are also useful because many recipients need visual correction to help them perform close-up tasks. Sunglasses are also appropriate for recycling.

Recycled glasses are typically distributed outside of North America because legal constraints generally prohibit dispensing used prescriptive devices.

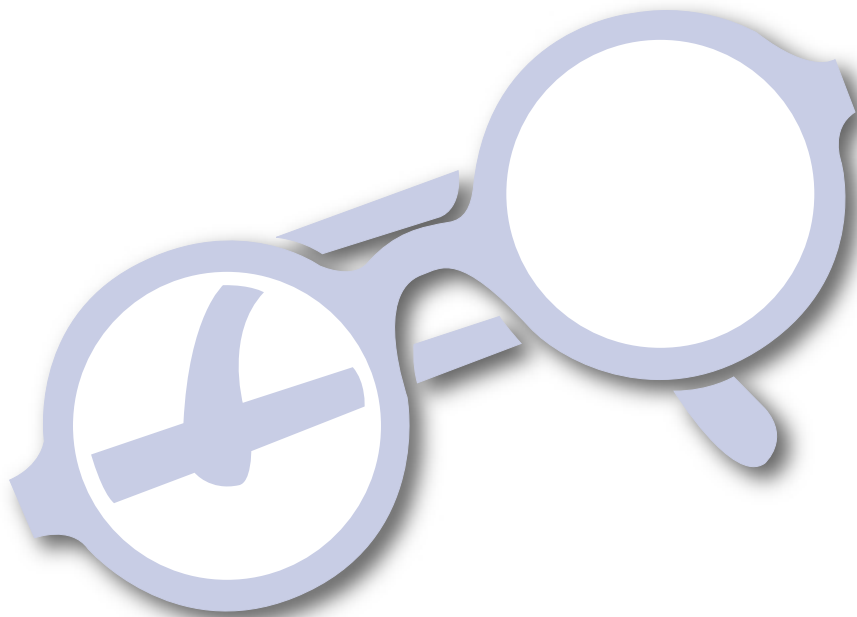
Planning Your Efforts

Participating in Lions Recycle For Sight is easy. Simply find locations for the collection containers and tell community members how they can help with the project. Then send the donated eyewear off to a Lions Eyeglass Recycling Center. That's really all there is to it.

The first thing to do is determine locations for the collection boxes. While this seems obvious, it is extremely important. The key to this project's success is visibility. One way to achieve visibility is through strategic placement of Lions Recycle For Sight collection boxes.

When considering where to place collection boxes, keep in mind that the best locations are places that people visit or pass by often. Following are some examples to get you started:

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- banks
- libraries
- community centers
- schools
- local retailers
- video stores
- cleaners
- post offices
- grocery stores
- optometrist and ophthalmologist offices
- restaurants
- places of worship
- train stations
- funeral homes
- drug stores
- chain retailers
- coffee shops

When you meet with representatives from these businesses and organizations, you will want to discuss the best location for the collection box and set up a regular pick-up and maintenance schedule.

Publicize Your Program

In addition to soliciting the support of area businesses and institutions, your club will also want to make the community aware of Lions Recycle For Sight Month by working with your local media. Use the samples included in this guide to create publicity materials such as news releases, letters to the editor and radio public service announcements. Also, use the Lions Recycle For Sight camera-ready materials accompanying this guide to develop additional items that can extend the reach of your promotional campaign.

To help alert the community to your club's eyeglass collection program, the Public Relations Department offers free radio and television public service announcements on eyeglass recycling.

Television:

Clear Vision—Always in Style! (30 and 10-second spots): A collage of "dancing eye glasses" makes viewers take notice of the collection efforts of the Lions.

Make the Right Call (30, 15 and 10-second spots): Major League Baseball umpire Bruce Froemming is featured "calling them like he sees them" and asking viewers to "make the right call" by donating their used eyeglasses to the Lions.

Radio:

Make the Right Call (30-second spot): The radio version of the television public service announcement, featuring Major League Baseball umpire Bruce Froemming.

Lions Clubs International Public Service Announcement Compact Disc: A comprehensive CD which features 30 and 60-second spots on eyeglass recycling, as well as youth, volunteerism, diabetic retinopathy and glaucoma awareness.

The above items are provided at no charge and can be ordered from the Public Relations Department by calling 630-571-5466, extension 358 or 363, or by e-mail at pr@lionsclubs.org.

Media Ideas

To increase your chances of receiving coverage, prepare publicity materials using a theme or an angle. For example, a spring cleaning angle is used in the attached sample news release and radio public service announcement, as it is ideal for a May program. This angle also presents another option by focusing on the fact that eyeglasses are a unique item that can be recycled. Consider other options that may be relevant to your community or special event.

Once the project is complete it is important to publicize the results. This helps the public feel good about their involvement. Participants who took the time to donate glasses will be proud to know that their simple act is part of a much larger effort that will make a difference in the lives of others. As a result, they may tell others about the Lions Recycle For Sight program and spread the word about the good work Lions do.

Ideas for Program Success

In addition to traditional publicity methods, there are many ways your club can increase awareness and participation in Lions Recycle For Sight in your community.

- Sponsor a Lions Recycle For Sight Day in your community; encourage members to go door-to-door collecting used glasses.
- Tie your collection effort into another club or community activity planned for May, such as a health screening, community fair or spaghetti dinner.
- Work with a local school district to have a Lions Recycle For Sight collection contest between schools. Kick off the contest by visiting schools and conducting a presentation about the need for recycled eyeglasses. Present an award to the school that collects the most glasses. The "Share Your Vision" program and video can help you with your efforts.

- Work with a local radio station and arrange to have a collection box available during a remote broadcast. The station can publicize the donation opportunity while encouraging people to visit their event.
- If merchants or stores are unable to display a collection box, they may be willing to distribute Lions Recycle For Sight brochures or other information.
- Contact local restaurants, department stores and hotels to see if they have unclaimed glasses or sunglasses from their lost and found area that they might be willing to donate. (Consider contacting them regularly or developing a program encouraging merchants to donate their unclaimed glasses on a regular basis.)
- Arrange a donation discount with a local store or restaurant, such as offering a 10% discount in exchange for a pair of used glasses.

What To Do with the Glasses

Clubs should be aware that the association has an official eyeglass recycling program. Packaged glasses can be sent to one of the official regional, or international, Lions Eyeglass Recycling Centers. Glasses will be cleaned, categorized by prescription and prepared for distribution in developing countries by Lions and other groups. (See insert for addresses of all Lions Eyeglass Recycling Centers.)

Clubs that already support district or multiple district recycling programs can continue to forward glasses to these facilities if desired.

Other Recycling Opportunities

Although May is designated as Lions Recycle For Sight Month, your club's recycling efforts do not need to be limited to this annual event. Consider collecting year-round or participating in one or more of these additional recycling activities:

Lions World Sight Day

Lions Clubs International has designated the second Thursday of October as Lions World Sight Day to heighten awareness about sight preservation and preventable blindness. Clubs are encouraged to join thousands of Lions around the world by conducting a local sight-related or eyeglass recycling activity on Lions World Sight Day or any time during the month of October. Visit www.lionsclubs.org for additional information.

Sight Night

Organize volunteers to trick-or-treat for a cause. On October 31, or on trick-or-treat night in your community, volunteers from Lions and Leo clubs, LensCrafters and other organizations across North America are asked to canvass their neighborhoods to collect used eyeglasses. For more information visit www.lionsclubs.org.

Share Your Vision

The Share Your Vision program is sponsored by Lions Clubs International and is provided free-of-charge to teachers in the United States. The Share Your Vision program encourages schools to develop their own eyeglass recycling program. Teachers can order a complimentary kit which includes a ten minute video, "New Glasses, New Life," classroom posters, activity sheets and teacher's guide. The teacher's guide includes information and guidelines for conducting an eyeglass recycling program. For additional information, or for the teacher order form, visit www.vpw.com.

Recycling Center Volunteers

If you are located near a Lions Eyeglass Recycling Center, recruit club members to volunteer at the recycling center.

Community Activities and Events

Consider setting up and publicizing an eyeglass recycling box or booth at any or all large community events and festivals.

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Sample News Release

(Type double-spaced on club letterhead,
using your club's information.)

Contact:
(Contact name
and phone number)

For Immediate Release

ASHTON LIONS RECYCLE FOR SIGHT

ASHTON, April 15—As spring cleaning season gets underway, the Ashton Lions are asking people to look through drawers and closets for used eyeglasses and donate them to the Lions Recycle For Sight program.

During the month of May, the Ashton Lions Club will be collecting used prescription eyeglasses and prescription and non-prescription sunglasses as part of a unique recycling program. The glasses will be cleaned and prepared for distribution in developing countries where eye care is often unaffordable and inaccessible.

"We need everyone to donate their used glasses," said Catherine Moore, Ashton Lions club president. "In most developing countries, an eye exam can cost as much as one month's wages and a single eye doctor may serve a community of hundreds of thousands of people."

The donated glasses will be shipped to a Lions regional eyeglass recycling center where they will be cleaned, categorized by prescription and prepared for distribution by Lions and other groups.

To donate used glasses (including sunglasses and reading glasses), place them in the specially marked Lions Recycle For Sight collection boxes located in the Ashton Public Library, Sundance Drug Stores, Middleton Banks, Perry's Office Supplies and St. Ann's Church.

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Sample Letter to the Editor

(Type double-spaced on club letterhead,
using your club's information.)

(date)

Dear Editor

The Ashton Lions Club would like to thank the community for supporting our Lions Recycle For Sight Month used eyeglass collection program. During the month of May, we collected more than 3,000 pairs of used eyeglasses and sunglasses for use in developing countries. In most of these countries, eye care is either inaccessible or unaffordable.

The donated glasses have been sent to our regional Lions Eyeglass Recycling Center where they will be cleaned, sorted by prescription and prepared for distribution by Lions and other groups.

The Ashton Lions would also like to express our sincere appreciation to the Ashton Public Library, Sundance Drug Stores, Middleton Banks, Perry's Office Supplies and St. Ann's Church for contributing to the project's success by serving as convenient drop-off centers.

If you have glasses to donate, or are interested in learning more about other Ashton Lions Club activities, call Jim Stevenson at 555-1120. Thanks again for helping us help others.

Sincerely,

Catherine Moore, President
Ashton Lions Club

Sample Radio Public Service Announcement

(Type double-spaced on club letterhead.)

Radio Public Service Announcement 30 Seconds

Now that Spring cleaning season is here, have you decided what to do with the old prescription eyeglasses and sunglasses that you have stashed away in your drawer? If you're not going to wear them, you could give the eyeglasses to the Ashton Lions Club for their Lions Recycle For Sight program. Throughout the month of May, the Ashton Lions are collecting used eye wear for distribution to the needy in developing countries, where the people often cannot afford the eye care they need. For many of the world's population, clear vision is merely a dream. But, your old eyeglasses can help turn someone's dream into a reality. To donate your eyeglasses, simply drop them off at collection locations including Sundance Drug Stores, Middleton Banks, Perry's Office Supplies, or contact the Ashton Lions Club at 777-6262.

LIONS RECYCLE FOR SIGHT CAMERA-READY MATERIALS

Camera-Ready Logos



Camera-Ready Brochure

Directions: Have your club's information printed at the bottom, reproduce and distribute.

Or you can download this logo from the Resource section of our Web Site at:

www.lionsclubs.org/EN/content/resources-logos-art.shtml



Please Donate Your Old Glasses

Going to school. Reading a book. Enjoying a sunset. Earning a living. These are things that many of us take for granted every day. But for millions of people in developing countries, some of these activities might not be possible. One reason? They are in desperate need of eyeglasses and are unable to afford or obtain the basic eye care they need.

By donating your old, unwanted eye wear you can dramatically improve someone's life. Your used eyeglasses may provide an adult with the clear vision necessary to maintain employment or give a child the chance to stay in school.

Through Lions Recycle For Sight, clubs throughout North America are joining together to help the world see better. Please donate your unwanted eyeglasses and sunglasses to the Lions Recycle For Sight program today!

For more information, contact your local Lions club at:

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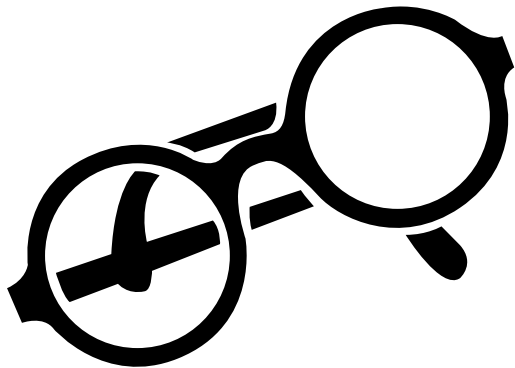


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Eyeglasses Collection Totals

How Did It Go?

Please complete the Recycle For Sight reporting form and let us know the results of your club's Lions Recycle For Sight initiative. We are very interested in learning what you feel contributed to the success of your program and whether your club came up with new ways to increase visibility and collection totals. Please submit project information to the Public Relations Department, Lions Clubs International, 300 W. 22nd Street, Oak Brook, IL, USA 60523-8842 or e-mail pr@lionsclubs.org.



Recycle For Sight Reporting Form

Club Name: _____

Recycle For Sight Contact Name: _____

Daytime Phone: _____

E-mail: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Eyeglass Collection Period Start Date: _____

End Date: _____

Did your club partner with any other organization? _____

If yes, who was your recycling partner?

How many years has your club been involved with recycling glasses? _____

Number of Eyeglasses Collected: _____

Collected Eyeglasses Sent to: _____

Date Eyeglasses Were Sent: _____

Comments? Suggestions? _____

If you would like to share photos, newspaper articles or collection stories, please send them to:
Lions Clubs International
300 W. 22nd Street
Oak Brook, IL 60523-8842
Attn: Public Relations

By submitting photos, articles and stories, you give Lions Clubs International permission for unlimited use. Photos and clippings will not be returned. We may post your photos on the Web, in printed material or use them in next year's materials!

Cut along dotted line

Recycle For Sight Supplies

Because the materials you use to collect eyeglasses will represent your club and the program to the community, you will want to make sure they are appealing and professional. The Club Supplies Division has created some special items for the Lions Recycle For Sight program:

▪ **Collection Boxes (G1174DS)**

These attractive boxes come in Lions blue and gold with the official Lions logo. They come 10 boxes to a package and are easy to assemble. Each box measures 12" wide x 8" deep and 8" high with a header panel. Sold in packages of 10 boxes. US\$50.95

▪ **Decals (D169 and D170)**

D169—Heavy stock adhesive-back crack-n-peel decal. 9"x13" inch decal set. Sold in packages of five. US\$3.05

D170—Heavy stock adhesive-back crack-n-peel decal. 6"x8.5". Sold in packages of five. US\$2.20

▪ **Window Banners (D171)**

Static cling (non-adhesive) vinyl. Can be easily placed and moved on glass surfaces. 18" x 6". Sold in packages of five. US\$7.65

▪ **New Glasses, New Life (PR-28)**

This 10-minute promotional video, told from a recipient's perspective, highlights all aspects of the program. This video can be shown at a club meeting to generate interest and excitement, or given to a community leader as an educational tool. US\$19.95

Also, Club Supplies has a variety of other logos available, including the Lions logo, which may be beneficial to your efforts.

Please note: Prices, quantities and descriptions are subject to change. Postage, handling and applicable taxes are additional. For current pricing and details, please consult the latest club supplies catalog; or contact the Club Supplies Sales Department at 1-800-710-7822; or e-mail clubsupplies@lionsclubs.org.



Lions Eyeglass Recycling Centers

United States of America

Indiana Lions Eyeglass Recycling Center
333 Lake Street
Upland, IN 46989

Lions Eyeglass Recycling Center of Northern Virginia
212 N. West Street
Falls Church, VA 22046

Lions in Sight Foundation of California and Nevada
1404A Lemon Street
Vallejo, CA 94590

New Jersey Lions Eyeglass Recycling Center, Inc.
C/o Katzenbach School for the Deaf
320 Sullivan Way
West Trenton, NJ 08628
(for UPS or freight shipments)

or
New Jersey Lions Eyeglass Recycling Center, Inc.
PO Box 7263
West Trenton, NJ 08628
(for large packages sent by mail)

Texas Lions Eyeglass Recycling Center
200 Plaza Street
Midland, TX 79701

Virginia Lions Eyeglass Recycling Center
501 Elm Avenue SW
PO Box 1772
Roanoke, VA 24008

Wisconsin Lions Foundation Eyeglass Recycling Center
3834 County Road A
Rosholt, WI 54473-9355

Australia

The Lions Eyeglass Recycling Centre (Queensland)
Australia, Inc.
The Lions Center
Lamington Drive
REDCLIFFE Queensland 4020
Australia

France

Medico-Lions Clubs de France
29 Bis Rue Franklin
76600 Le Havre
France

South Africa

Lions Operation BrightSight
6 Regent Street
Yeoville
Johannesburg 2198
Republic of South Africa

Spain

Spain Eyeglass Recycling Center—Tarragona
Centro Reciclaje de Gafas Melvin Jones
Calle Gran Canaria, 37
43006 LaGranja—Tarragona
Spain