



**Lions – CDA Liaison Committee
Lions Tag Day
Saturday November 12, 201**

- Lions – CDA Liaison Committee host a National Diabetes Tag Day on the November Saturday closest to World Diabetes Day,
- Tag Day is a third party event where members of the Lions Club collect donations in their community in support of the Canadian Diabetes Association,
- Tag Day will be held on Saturday November 12th, 2011,
- All funds raised stay in the regional offices,

Regional Role

- Recruit Lions Clubs across the country to participate in tag day,
- As most of our relationship with the Lions is in the field, the regional role is to contact Lions clubs in your area and recruit them to participate in tag day.
- Provide to National a list of clubs that are willing to participate along with contact details. to my attention by September 15th
- Each club that participates will receive detailed instructions from the Liaison Committee on event day details including how to submit funds to the committee for processing.

Lions Club Role

- Find a high traffic venue in there community and arrange to hold tag day at the location,
- Provide volunteers to staff the event for a minimum of 5 hours
- Provide their own collection box / pail

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- Provide a letter of introduction to the CDA field staff to use when recruiting Lions Clubs
- The Liaison committee will communicate directly with the Lions clubs and provide them with all the information required and the same messaging will be shared with DoD's
- Collateral is produced by the national office and each participating club will receive a minimum of two posters and 500 tag day stickers for their use on the day
- Collateral will be distributed to the participating clubs as follows:
 - By the provincial liaison committee member
 - Distributed by regional staff to local clubs or picked up at local offices
 - By mail
- Certificates of Insurance if necessary will be provided by Lions National or CDA