

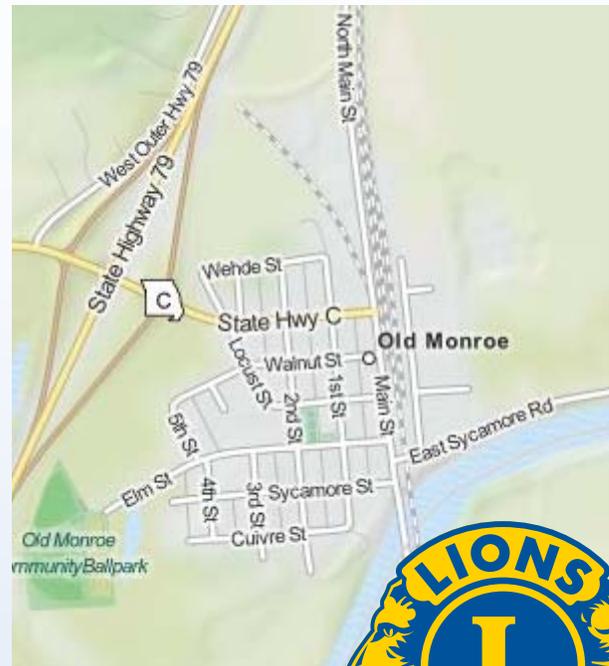
Old Monroe Lions Club volunteers

by Clayton Clark, Heartland Lions Eye Banks

As part of National Eye Donor Month this past March, the Old Monroe Lions Club held a donor registration drive in their community. In conjunction with the local Knights of Columbus' Lenten fish fry on Friday, March 22, 2013, the Lions successfully registered more than a dozen people in just a couple of hours. In Old Monroe, situated 15 miles north of St. Peters in Lincoln County, this is remarkable given the town's population of 268 people.

By combining the capabilities of two recognizable service groups—the Lions and the Knights of Columbus—and making the request for registration at a popular community event, the Lions were able to convert their familiarity with the local population into signed registration forms. In two important ways, the Lions' drive was highly successful. First, the cost to register each of these people from Old Monroe was minimal (a Donate Life banner, some green bracelets and HLEB pens, printing of registration forms, and shipping these items), and second, the Lions were able to register people in Missouri's rural population. Lincoln County is not the least registered county in Missouri (falling in the 41-50 percent range as of June 30, 2012), but as local leaders, the Old Monroe Lions were able to register their neighbors, fellow congregants and coworkers in a place where registration levels fall well below the state average.

Heartland Lions Eye Banks thanks the Old Monroe Lions for their service and looks forward to recognizing them as a model to other Lions clubs throughout the state. Motivated by their enthusiasm for giving sight, the Missouri Lions can leverage their brand and local connections to engage Missouri's rural populations—as well as urban and suburban ones—in fruitful conversations about eye, organ and tissue donor registration.



Old Monroe, Missouri



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