

Lions International Strategic Plan



2022-2023 Talking Points

Ensuring Success with Our Global Strategy

- ❖ **We launched the Lions International Strategic Plan in 2020** to build on the success of LCI Forward and ensure that we'll always be ready to serve our communities and the world.
- ❖ **Our strategic plan unites us in our global mission of service.** This includes every Lion and every club. It includes Lions Clubs International and Lions Clubs International Foundation (LCIF)—we are one.
- ❖ **Our vision is to be the global leader** in community and humanitarian service.

Our Strategy

- ❖ We developed the strategic plan with three goals in mind.
 - **Strengthen the Association and the Foundation** to keep clubs strong and Lions ready to serve.
 - **Build new models for growth** because the need for service is growing around the world, so we need to keep growing too.
 - **Align goals, governance & organizational** support at all levels of Lions so we can achieve our goals.

Our Achievements

- ❖ **Our first year was focused on building out the plan** and advancing some key initial strategies.
- ❖ **We achieved some great things during our first year of the plan.**
- ❖ We selected our new brand name for our association and foundation, “Lions International,” conducted a member satisfaction survey to discover what changes members want, and restructured membership grants.
- ❖ We secured new corporate partners, identified episodic or “occasional” volunteering practices to see how they may fit into our club model, and held the first joint virtual meeting of the LCI and LCIF boards.

Our Focus This Year

- ❖ We are now in our second year and are continuing to advance and execute the plan.
- ❖ **To Strengthen the Association and our Foundation:**
 - We'll begin rolling out the new “Lions International” brand and brand guidelines in 2023.
 - To help rebuild clubs, we're revising club assessment tools, sharing best practices from successful clubs, and improving the Guiding Lion program.
 - To build on the success of Campaign 100, we're focusing on club and individual giving.



- We're also developing a comprehensive support program for new clubs and survey materials to assess member satisfaction.

❖ **To Build New Models for Growth**

- We will continue to build our Corporate Social Responsibility (CSR) program, including executing fundraising strategies for CA I, CA II, and India, and expand employee volunteerism among our partners.
- We're also launching a "CSR Think Tank" to explore new opportunities.
- To help engage volunteers in new ways, we're piloting projects for episodic volunteers, and developing resources to help clubs support these "occasional" volunteers.
- We're also refining how we assess new partners to maximize our resources and our returns.

❖ **To Align goals, governance & organizational support**

- We are focused on our next virtual meeting of our LCI and LCIF boards in 2023 to keep us aligned and moving forward together.

Our New Brand and Tagline

- ❖ **We will introduce "Lions International" as our unified brand** for both our association and our foundation. When we say "Lions International," we will be talking about both organizations. Because the world sees us as one. The actual names of the association and foundation will not change. The Lions International brand will bring both organizations under one "umbrella" brand so we can talk to the world about our collective service and impact.
- ❖ **"Serving a world in need" is our new tagline for the Lions International brand**, which tells the world who we are and what we do as Lions.

How You Can Help

- ❖ **Share information about the plan** in your clubs and districts.
- ❖ **Focus on member satisfaction** in your club.
- ❖ **Give to our foundation, LCIF**, as a Lion and as a club.

Questions about the Plan

- ❖ Please send questions and comments to strategicplan@lionsclubs.org.