



# LCI FORWARD

## TALKING POINTS



- We set a goal of serving 200 million people per year by 2021, which will triple our annual service impact
- LCI Forward is our strategic plan that helps us achieve our goal of serving 200 million people
- LCI Forward was developed with input from thousands of Lions around the globe
- LCI Forward is driven by service and the unmet service needs of the world
- Lions will always be free to serve their communities as they choose, but we will announce a new global service framework at the 2017 Centennial Convention that includes:
  - Vision
  - Diabetes
  - Hunger
  - Environment
  - Childhood cancer
    - Youth – we will place an emphasis on engaging youth in the five service areas above
- LCI Forward is about innovation
- In addition to service, LCI Forward will focus on:
  - Reshaping public opinion and improving visibility by rolling out a global marketing strategy
  - Pursuing clubs, district and organizational excellence through expanded leadership training and a quality improvement program for districts and clubs
  - Improving membership value and reaching new markets by developing new products and technologies to allow more people to engage in service
- We want to be the best-known brand for voluntary service across the world
- We want to achieve best-in-class services to members, clubs, districts and the association
- We will continue to provide new updates and resources throughout the year
- You can learn more about LCI Forward at [lionsclubs.org](http://lionsclubs.org)
- Contact [LCIForward@lionsclubs.org](mailto:LCIForward@lionsclubs.org) with questions