



LCI Forward

Our 5-year strategic plan, supported by Lions Clubs International Foundation (LCIF), will strengthen our organization, empowering Lions and Leos to serve 200 million people per year.

Four areas of strategic focus

Enhance Service Impact

Focusing our resources

Our new **global causes**, the **LCIF capital campaign** and international partnerships increase our ability to meet current and emerging humanitarian needs, like diabetes. We are innovating how we serve and providing new tools to show our impact.

Explore our global causes // lionsclubs.org/serve

Reshape Public Opinion

Showing our value

We're sharing our life-changing stories and attracting new volunteers with impactful **global advertising campaigns**. Enriched digital communications, through tools like the **MyLion mobile app**, position Lions International as a world leader in service.

See the ad campaign // weserve.org

Pursue Excellence

Enhancing our operations

Our **Global Action Team** volunteers and resources like the **Club Quality Initiative** can help every club better serve their community. We will also **centralize member services** to make it easier and more convenient for you.

Increase your club quality // lionsclubs.org/clubquality

Improve Membership Value

Engaging our members and new generations

We're exploring **new membership models**, like specialty clubs, to give more people opportunities to serve with us. With **Learning for Every Lion**, we'll deliver more membership value through personal and professional development opportunities.

Meet the new member experience // lionsclubs.org/newmembers

