

# Global Membership Approach



## Zone Goal Worksheet

To choose SMART goals for your zone, start by examining your district goals and your zone goals. Then collect feedback from your club leaders to gain their input and support.

### 1) District Goals

Visit the District Goals [webpage](#) and choose *View or Print Goals* to see your district's goals. Enter your district's membership goal numbers below.

New Clubs: # \_\_\_\_\_ Charter Members: # \_\_\_\_\_

New Members in Existing Clubs: # \_\_\_\_\_

Retention Goal (maximum number of dropped members): # \_\_\_\_\_

Net Growth Goal (charter members + new member – dropped members): # \_\_\_\_\_

Also note any additional district goal or plan information below that your zone would support. For example, your district plan may include district-wide activities or leadership development opportunities that would be valuable for Lions in your zone.

Goal or plan information: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 2) Zone Analysis

Your zone's Club Health Assessment report and conversations with your fellow Lion leaders combine with your own experience to identify key Strengths, Weaknesses, Opportunities and Threats (SWOT) for your zone.

#### Key metrics from the Club Health Assessment

You should be receiving health assessment reports for the clubs in your zone by email. If you don't have a recent report, district-level club health assessments can be downloaded from the report section of the Zone Chairperson [webpage](#). Enter the following metrics for your clubs.

Clubs in Zone: # \_\_\_\_\_ Active Clubs: # \_\_\_\_\_ Clubs Below 15 Members: # \_\_\_\_\_

Total Members: # \_\_\_\_\_ YTD Members Added: # \_\_\_\_\_ YTD Members Dropped: # \_\_\_\_\_

YTD net Members: # \_\_\_\_\_

Enter any other areas of concern from the Club Health Assessment below. For example, clubs in status quo, missing club officers or a lack of activities reported.

\_\_\_\_\_

\_\_\_\_\_



## SWOT Analysis

Combine your own experience with the metrics above and conversations with club leaders, your district governor and previous zone chair to enter the most significant Strengths, Weaknesses, Opportunities and Threats for your zone below. Additional information on conducting a SWOT analysis, including questions for those conversations, can be found in the [pre-assignment for the Zone Chairperson Workshop](#). Consider taking the “*Introduction to SWOT*” on the [Lions Learning Center](#) to learn how to effectively conduct a SWOT analysis.

### Most Significant Strengths

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Most Significant Weaknesses

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Most Significant Opportunities

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Most Significant Threats

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



### 3) Goals

We're asking each zone chairperson to achieve the Zone Chairperson Award. The application for the award can be downloaded from the Zone and Region Awards [webpage](#). The award criteria are summarized below:

#### Zone Award Criteria

- ☐ Confirm each club has at least three viable, meaningful service projects planned for the year.
- ☐ Promote the Club Excellence Award and the tools available to support strong clubs.
- ☐ Encourage every club to actively recruit members.
- ☐ Visit a regular meeting of each club and report findings and suggestions to the district governor.
- ☐ Host three District Governor Advisory Committee Meetings (zone meetings).
- ☐ Promote attendance to district (sub-and multiple) and the International Convention.
- ☐ Promote Leadership Development courses on the Lions International website to all club members.
- ☐ Meet with your successor to share the status of the zone and plans for future action.
- ☐ Complete either the Zone Chairperson Training or the Certified Guiding Lion Training.
- ☐ Host a successful Zone Meeting. Attached a copy of the agenda and minutes.
- ☐ My zone participated in the formation of a new Lions club.
- ☐ Ensure that all clubs are in active status and each club properly elected and reported their club officers.
- ☐ A minimum of 35% of the clubs qualified for the Club Excellence Award. The award application can be downloaded from the Club Excellence Award [webpage](#). The criteria are summarized below:
- ☐ Zone has a net growth in membership

#### Club Excellence Award Criteria

- ☐ Achieved a net growth of two members or 10% (whichever is greater) or chartered a new Lions club
- ☐ Started a new service project.
- ☐ Listed three service activities your club participated in that were reported to Lions International.
- ☐ Contributed to LCIF an amount equal to or greater than the club's membership total multiplied by US\$10.
- ☐ Club is in Good Standing: Not in Status Quo or Financial Suspension. District dues paid and no unpaid balance with Lions International greater than US\$50 outstanding 90 days or more.
- ☐ Reported club officers to Lions International.
- ☐ Key officers participated in club officer training (District, Multiple District, International Webinars, Lions Learning Center).
- ☐ The club has publicized its service activities through local media or social media.



## Zone Goal Worksheet

### 4) Zone Goals

With consideration of all of the above and input from your club leaders, set the following goals for your zone.

#### New Clubs

My zone will assist my district in chartering new clubs by:

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#### New Members

My clubs will add #\_\_\_\_\_ new members this year:

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#### Member Satisfaction

My clubs will lose no more than #\_\_\_\_\_ total members this year:

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#### Leader Support

My zone will facilitate leadership development by:

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### Additional Goals

My zone will grow in membership by # \_\_\_\_\_ net members this year.

☐ I will earn the zone Chairperson Award this year.

**Optional:** enter any additional goals for your zone, like more service activities or fewer repeat officers or increased members or public communication.

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Zone Chairperson Name: \_\_\_\_\_ District: \_\_\_\_\_