



LCI Forward Celebration

Success highlights

LCI Forward provided a global vision to guide Lions Clubs International into the future. This plan began in 2015-16, and we achieved some incredible things, thanks to you and Lions around the world. Here's a look at some of the highlights.

Primary goal: Serve 200 million people per year

When the LCI Forward plan was launched in July 2015, the number of people served by Lions was 71 million. We established a bold goal: to triple our service impact around the world and improve the lives of at least 200 million people per year. We reached this goal in 2019-20, bringing more good to the world than ever before.

FOCUS AREA 1

Enhance Service Impact & Focus

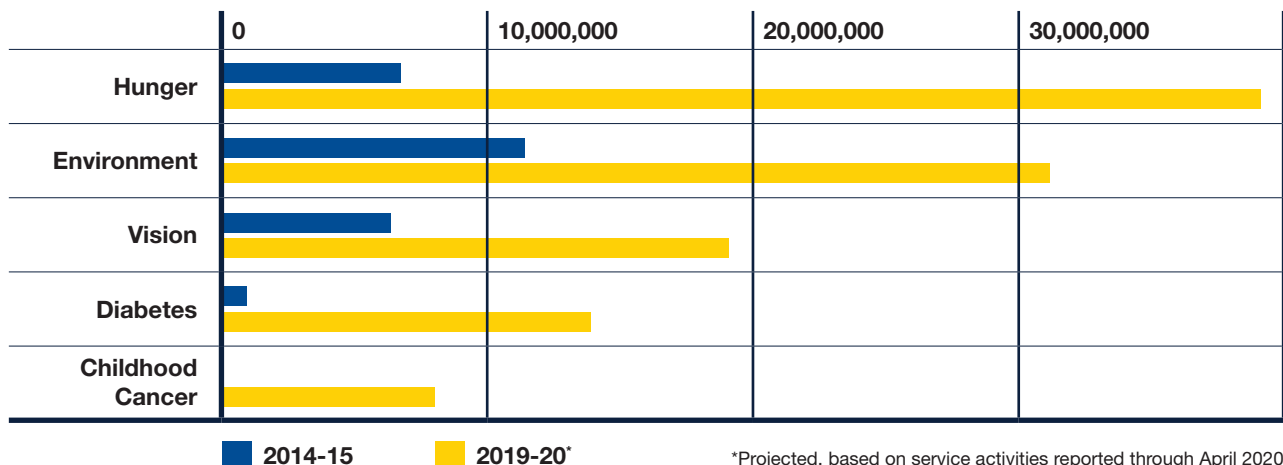
Establish Global Causes

We conducted a global service assessment, including Lion surveys and research into humanitarian issues facing the world. While clubs continue to serve in ways that best meet the needs of their communities, Lions united to focus on some of the greatest challenges facing humanity: Diabetes, Vision, Hunger, Environment and Childhood Cancer.

To assist Lions beginning their service in these new causes, we created Service Journey resources, including 21 service project planners, a community needs assessment and guides to fundraising and local partnerships.



Growth in People Served



*Projected, based on service activities reported through April 2020



Lions Clubs International

Launch LCIF Capital Campaign

We launched *Campaign 100: LCIF Empowering Service* in 2018 with a goal of raising US\$300 million, the largest fundraising effort in the history of our global Foundation, Lions Clubs International Foundation. Through the support of Lions around the world, we are working to achieve this goal to ensure that Lions have the resources to expand our service impact so we can bring hope where it's needed most.

Maximize Service Reporting

Reporting service helps measure our global impact, brings attention to the great work of Lions and ensures club service is supported. We created new reporting tools like MyLion to give clubs, districts and multiple districts a centralized way to report and track their service, creating more visibility into the incredible contributions of Lions around the world.

FOCUS AREA 2

Strengthen Public Opinion & Improve Visibility

Refresh Brand & Advertising

We launched the Kindness Matters global advertising campaign in 2017 to highlight the service of real clubs, which was extremely well received by Lions worldwide. We received 550 million impressions from our global digital and out-of-home (billboards) advertising campaigns for Kindness Matters. New Brand Guidelines were developed to strengthen our brand and highlight the diversity and service of today's Lions clubs, and new resources were developed to put the power of the Lions brand to work for clubs.

Enrich Digital Communications

We launched digital editions and apps for LION Magazine, deployed the MyLion mobile app, and completely redesigned our website, lionsclubs.org. We're continuing to improve and enhance our digital products so we can provide the best experience possible to Lions.

Develop a Marketing Center of Excellence

We launched a new platform for emails, campaigns and surveys, and a new project management platform for more efficient operations. It's helping us create a better communication experience and provide more relevant content to members.

FOCUS AREA 3

Pursue Club, District and Organizational Excellence

Launch the Club Quality Initiative

We developed the Club Quality Initiative to help members focus on continuous improvement in club operations, membership, service and marketing. The program allows club members to assess their effectiveness, identify opportunities and connect to key resources so they can set goals and develop their own action plans. The Club and District Excellence Award was also aligned to the four focus areas of LCI Forward.



LCIF Empowerment during LCI Forward

more than
US\$209 million
through over
3,350 grants



Improve Awards & Recognition

Our Global Action Team (GAT) gathered insights from Lions around the world to develop recommendations for making awards more meaningful, more efficiently distributed and better communicated. We have implemented the first set of recommendations and more are planned for 2020-21.

Establish a Global Action Team

The Global Action Team was launched in 2017 to better connect Lions with resources provided by Lions International. The GAT field team connects club and district leaders with tools and resources, while providing feedback on what clubs and districts need to be successful.

Centralize Member Services

We built a centralized Member Services Center (MSC) to improve member support. We trained up our staff, rolled out new technology to manage requests, and reduced our average ticket close time significantly. Efforts continue toward the goal of addressing every support ticket within 48 hours. We'll continue to improve and provide more self-service options for Lions.



Member Operations and Support

Combines GAT and MSC for member service excellence:

- ▶ Shares information, resources and insights
- ▶ Collects feedback and helps leaders strategize
- ▶ Provides assistance and troubleshoots problems

FOCUS AREA 4

Improve Membership Value & Reach New Markets

Promote Second Century Ambassadors

Our goal was to provide a unique opportunity to invest in the second century of Lions Clubs International. Nearly 500 Lions contributed US\$2 million to help partially fund LCI Forward. All ambassador names are permanently displayed at international headquarters with our thanks.

Launch Learning for Every Lion

All Lions and Leos can now access the upgraded Lions Learning Center, your center for online training. We also implemented the Learn application, which includes a GAT reporting tool, and will continue this effort with the creation of individual Lion learning records and a global learning dashboard.





Define New Membership Models

More than 2,000 specialty clubs were formed for members who share a common interest. For younger members, we expanded the benefits and age range for the Leo-Lion transition program. We also chartered the International Centennial Lions Club, a worldwide virtual club for former members and developed a template to help Lions charter more virtual clubs.

The New Member Experience

New members now receive an enhanced New Member Kit and a series of inspirational and educational communications.

83%

are overwhelming
satisfied with the kit

87%

say the emails
enhanced their
member experience