



District Goals

# District Strategic Plan

## Workbook



Dear First Vice District Governor,

The executive officers and I congratulate you on your election as first vice district governor. Your hard work has made a significant impact on our organization, and I commend you on your leadership success.

As we embark on our new membership growth initiative, *MISSION 1.5*, we must collaborate across all levels to achieve *MISSION 1.5* targets. Work with your current and incoming district teams to assess district goals and the district's membership growth targets. As a team, you will identify 2024-2025 district-specific targets for service activities, leadership development, and Lions Clubs International Foundation (LCIF), and develop action plans to support all membership, service, leadership and LCIF targets. In support of this, I am asking you to:

- **Select two global causes to promote to your district.** Encourage clubs to aim for activities in each of the eight global cause areas in addition to their regular local projects. Use [The Service Journey resources](#) to offer guidance and support.
- **Focus on reducing dropped members by 10 percent.** Visit the [Improving Club Quality webpage](#) for ideas to maintain a strong and active membership. Consider reorganizing recently closed clubs and staying in contact with status quo clubs.

The [Global Membership Approach](#) is the process we will use to help achieve *MISSION 1.5* targets. By aligning the approach with *MISSION 1.5*, your district will begin to develop its own unique opportunities and a distinct path to growing membership, strengthening clubs, and increasing service. Every Lion will be responsible for their district, so be the example they can follow by encouraging collaboration and accountability at every level.

As we move forward to further membership growth, the time has come to build our vision for the upcoming year. Over the next few months, review this District Strategic Plan Workbook with your current and incoming district teams.

Setting realistic and attainable goals may seem like a daunting task. Your Global Action Team leaders are here to assist you and members of your district through every step of the process.

We cannot reach success without working together, and I truly value your dedication.

At your service,

Fabrício Oliveira  
International First Vice President



# District Strategic Plan Workbook

## OVERVIEW

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### GUIDELINES FOR FVDG/DGE

Before beginning the District Strategic Plan Workbook:

1. Ensure you have selected qualified leaders to serve on your district team.
2. Complete Build a Team as a part of the [Global Membership Approach](#).

With a dedicated team in place:

3. Read and review this workbook thoroughly and complete some of the activities **independently**, as directed. Independent work will occur after you have received your *MISSION 1.5* targets in January 2024.
4. Prepare your team to participate in the activities by sharing reports and relevant information for them to study.
5. Convene your team (as many times as needed) to review the District Strategic Plan Workbook together and complete any remaining work as a team.

By completing the activities in this workbook, you and your district team will be equipped with the tools and resources needed to build effective action plans to support the growth of your district.

### EXPECTATIONS

- Your district team will establish district-specific targets for service activities, leadership development, and Lions Clubs International Foundation (LCIF)
- Membership development (*MISSION 1.5*) targets will be provided in January 2024 based on December drops, district trends, and feedback from GAT constitutional and area leaders.
  - *MISSION 1.5* targets are minimum membership growth expectations for your district.
  - District teams may set higher targets for *MISSION 1.5* based on discussions conducted during the District Strategic Plan Workbook review and while conducting Build a Vision as a part of the Global Membership Approach process.
- Action Plans to support all membership, service, leadership and LCIF targets should be developed once *MISSION 1.5* targets are received and a SWOT Analysis is conducted, the FVDG/DGE seminar has been attended, and all pre-work has been completed.
- Once goals and action plans have been finalized by the district, the FVDG/DGE will submit goals and action plans using the District Goals submission platform (available March 2024).
- Once submitted, the FVDG/DGE will ask all members of the district to review and support the District Goals submitted. Remember to include your Global Action Team area leader and multiple district leadership to gather their feedback and insights.



# District Strategic Plan Workbook

## DISTRICT GOALS

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### MEMBERSHIP DEVELOPMENT

In support of **MISSION 1.5**, during my district governor term, I commit to work with my team to achieve the membership growth targets established for our area.

- ☐ Our district commits to the membership growth targets established. **OR**
- ☐ Our district commits to the membership growth targets established but would like to increase the totals.

*Please note that these targets will be added to the minimum membership growth targets established.*

- Our team will charter an additional \_\_\_\_\_ new club(s) with at least 20 charter members each.
- Our clubs will induct an additional \_\_\_\_\_ new members into existing clubs.
- Our district will increase our net gain by \_\_\_\_\_ members.

### SERVICE ACTIVITIES

To raise awareness of club service impact and attract prospective members, during my district governor term, I commit to work with my team to increase the percentage of Lion and Leo clubs reporting service.

- Our team will ensure \_\_\_\_\_ % of Lion and Leo clubs in our district report service.
- ☐ I commit to ensuring our GST district coordinator promotes the importance of timely planning and reporting of service.

### LEADERSHIP DEVELOPMENT

Knowledgeable servant-leaders attract new members and inspire a positive member experience for Lions and Leos in our communities. During the first quarter of my district governor term, I commit to work with my team to promote and facilitate training for club officers and zone chairpersons.

- Our team will ensure \_\_\_\_\_ % of zone chairpersons attend zone chairperson training.
- Our district will confirm \_\_\_\_\_ % of club officers (president, secretary, and treasurer) attend club officer training.
- ☐ I commit to ensuring our GLT district coordinator reports completed zone chairperson and club officer training using the Manage Training feature in Learn.

### LCIF

Increased knowledge of the impact of giving to Lions Clubs International Foundation (LCIF) during member orientation raises individual commitments and donations from Lions and Leos. During my district governor term, I commit to work with my team to support LCIF in its endeavor to achieve its fundraising goal and increase our global impact.

- Our team will ensure that individual participation in our district increases by \_\_\_\_\_ % and club participation in our district increases by \_\_\_\_\_ %.
- I will work to achieve a \_\_\_\_\_ level LCIF Chairperson's Medal.
- I will make a personal donation of \$\_\_\_\_\_ to LCIF and I will ask \_\_\_\_\_ members of my district cabinet to make a personal donation to LCIF.
- ☐ I commit to earning an LCIF Presidential Award for Goal Achievement by ensuring our district's fundraising goal is met.

# District Strategic Plan Workbook



## INTRODUCTION

Hi! I'm Lion Maria, and I'll be walking you through the District Strategic Plan Workbook.

**PURPOSE:** By using this workbook, you and your team will:

- Explore key strategies that will help your district achieve their **MISSION 1.5** targets.
- Learn to analyze and understand the service, leadership development and LCIF trends in your area to help you and your team set realistic and attainable goals.
- Discover ways to inspire greater service, increase membership growth, offer leadership development opportunities, and drive fundraising efforts to support a world in need.
- Engage in critical discussions using the list of brainstorming questions designed to promote teambuilding and unify your district's vision.

**YOUR ROLE:** In order to drive the advancement of your district, you will need to understand the [role you and your team](#) play in [MISSION 1.5](#), promote it, and make a real commitment to success.

**BEFORE BEGINNING:** Gather and prepare your team. Everyone's involvement will be key, including Young Lions and Leos in your district. You will not be able to implement plans on your own; therefore, none of the planning should be done without their assistance.

Your team should be made up of members who:

- Care about the success of your district
- Want to shape the membership experience
- Are accountable
- Are willing to communicate and lead by example

Choose members who are dedicated and the best fit for the role.

### WHO SHOULD BE INVOLVED:



*Once appointed, involve club leadership, zone/region chairpersons and committee members in the process to create buy-in at every level. Remember to include your current district governor as well, to gather insight and information.*



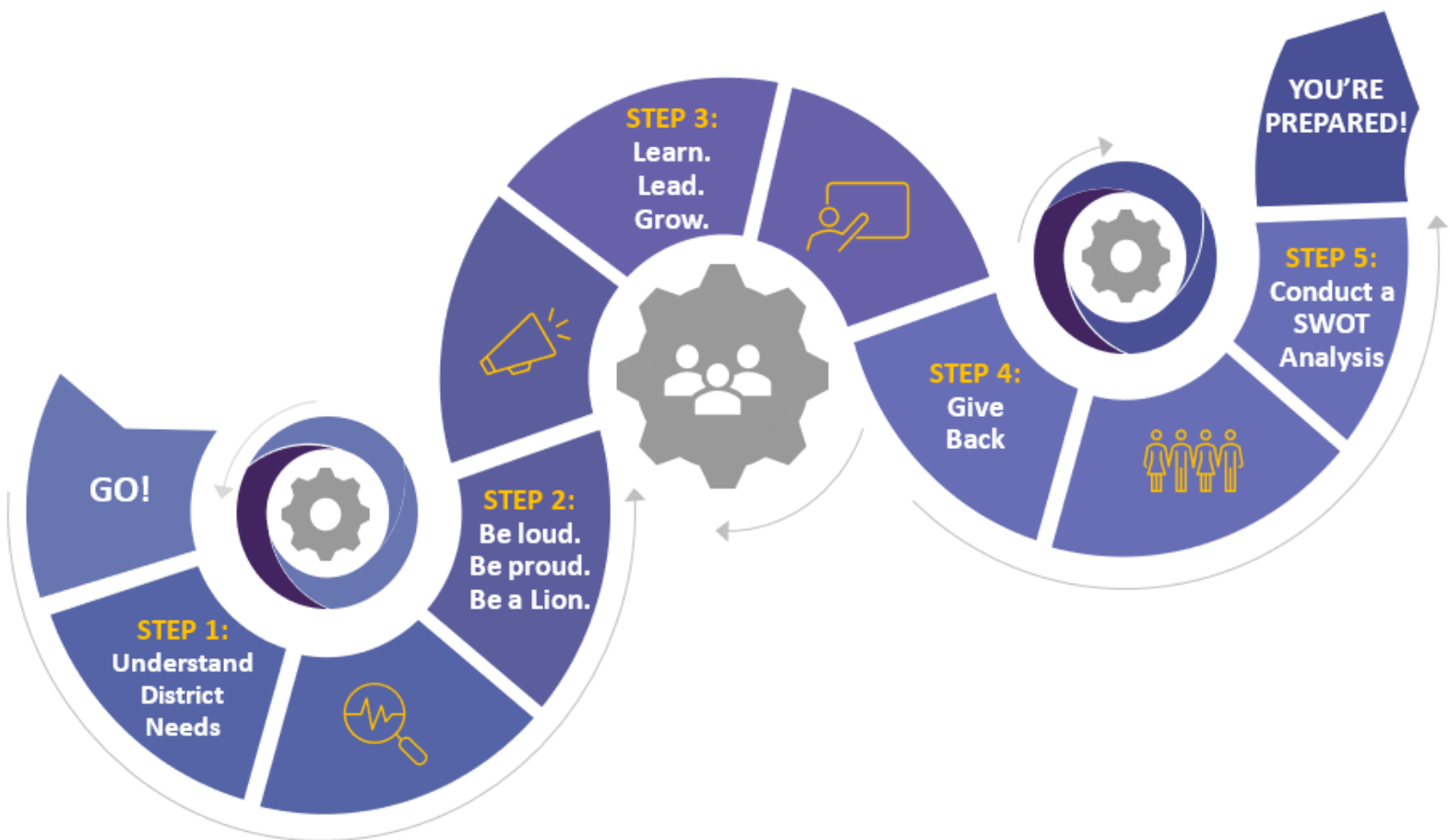
# District Strategic Plan Workbook

Use the District Goals Pathway to Success outlined in this workbook to fully understand current membership conditions in your district and recognize where you need to begin with increasing membership growth and strengthening your service impact.

**LET'S BEGIN!**

## DISTRICT GOALS PATHWAY TO SUCCESS

**Congratulations! Your team is now ready to build action plans to support *MISSION 1.5* and other goals, as established.**



# District Strategic Plan Workbook

## STEP 1: UNDERSTAND YOUR DISTRICT'S NEEDS

Learning about the needs of your district will help you achieve excellence in membership growth, leadership development, and meaningful community service.

Review and analyze current membership trends for the district to help support your team's understanding of why *MISSION 1.5* targets are important and develop strategic action plans to increase awareness of tactics to support membership growth in your communities - both in forming new clubs as well as recruiting members.

### WHY ANALYZE DATA?

#### CLEAR FOCUS



Use data analysis to effectively identify which clubs are struggling and which should be celebrated for their success. Review historical data to set **realistic goals** for service, leadership and LCIF.

#### SOLVE PROBLEMS



Use analytics to support what actions your district should replicate, and which should be avoided based on prior success rates.

#### INNOVATE



Review trends of surrounding districts and connecting with your GAT area leader to understand potential solutions to implement in your area and inspire new ideas across your team.

#### ATTRACT NEW MEMBERS



Understand data to help your district identify target demographics and markets, opportunities for improved efficiencies and which clubs need further training in leadership development and service reporting skills.





# District Strategic Plan Workbook

## REPORTS TO REVIEW

- The [Membership Reports Toolbox](#) provides online access to monthly updated reports such as the [5 Year Trends](#) and [Cumulative](#) reports. These reports will guide your team to evaluate your district's yearly average growth in terms of new clubs, charter members, new members and dropped members.
  - Also found in the Membership Reports Toolbox, the [District Health Assessment](#) helps your district measure their overall health. Here you will find information on club and membership strength, club reporting performance, club financial health and district cabinet vacancies.
  - Consider reviewing the [Club Health Assessment](#) to learn more about which clubs may need extra support in gaining new members.
- [Insights](#) hosts a variety of reports. Data found here will give you a month-by-month comparison over last year to help your team consider what quarterly actions should be taken to avoid drops and increase membership. Here you will find information on service activities and LCIF donations.
- [LCI Real Time Reports](#) offer your team detailed data and interactive visualizations for metrics pertaining to membership, service activities and LCIF donations.
  - Review the [User Guide](#) for login information and instructions on how to read the various reports available through the platform. Although the platform is available in English only, the translated User Guide can help you navigate the various reports.





# District Strategic Plan Workbook

## RESOURCES TO GROW

It takes commitment to grow, but it also requires the right resources. You and your district team have access to a wealth of important membership tools and programs that can be regionalized to support your district. **Take advantage of them.**

Upon review of your district's data and trends, consider the following resources to support your overall membership growth needs.

## GET ORGANIZED

- [Global Membership Approach](#). Has your district committed to participating in the Global Membership Approach? This process is designed to provide resources to help **every** district and club worldwide to achieve growth by focusing on rejuvenating districts with new clubs, revitalizing clubs with new members, and re-motivating existing members with fellowship and exciting service. A Global Membership Approach course is available in the [Lions Learning Center](#) under Learn.
  - Need additional assistance implementing Global Membership Approach at the **club level**? By using the [Global Membership Approach training for zone and region chairpersons](#) your district can ensure all club members are involved and accountable for membership growth.

## FOCUS ON NEW CLUB DEVELOPMENT

- [Club Chartering](#). Bring communities together, give them the opportunity to make a difference, and see great things happen by chartering a new Lions club. There is a club and membership type for everyone. New Club Development training is available in the Lions Learning Center under Learn. Other helpful club chartering resources include:
  - Before deciding if a community would be a good place to start a new Lions club, conduct a [New Club Community Needs Assessment](#) to determine what needs a Lions club can meet there.
  - The interactive [Club And Community Needs Assessment](#) will help your clubs reflect on their service and discover new ways to impact their communities.
  - The [New Club Development Guide](#) follows a four-step process to help your district and sponsoring clubs organize and charter new clubs.

## FOCUS ON NEW MEMBER RECRUITMENT

- **Member Recruitment.** Clubs that are most successful in growing membership have cultivated a culture of recruitment. The [Just Ask! New Member Recruiting Guide](#) and [Just Ask! Quick Tips](#) are available on the [Club Membership Chairperson](#) webpage to help in the process of recruiting new members.



# District Strategic Plan Workbook

## FOCUS ON NEW AND EXISTING MEMBERS

- **Member Satisfaction.** Membership satisfaction leads to fewer dropped members, and it begins in every club. How are clubs in your district keeping members engaged through service and fellowship? Resources to support membership satisfaction, such as the [Club Quality Initiative](#) and [Membership Satisfaction Guide](#) are available on the Club Membership Chairperson webpage.
  - The importance of [new member orientation](#) cannot be emphasized enough. The information presented during orientation provides a foundation for new members, fostering member satisfaction. It helps them understand how the club functions, what their role will be and gives them the big picture of their district and the association. When new members are properly informed, they are more likely to feel comfortable with the club, become actively involved in club activities and remain a Lion longer.

## WE'RE HERE TO HELP YOU GROW

In addition to membership tools and programs available, your [GAT area leader](#) and Lions International staff are here to ensure your district is equipped with the right resources to drive *MISSION 1.5* and to be your point of contact in the event you have questions on available reports, programs and resources.

- Remember to review the [Supporting Actions for District Success](#) to gain a better understanding of how your GAT area leader and group leader are positioned to support you and your team in terms of the FVDG/DGE Seminar, Global Membership Approach, *MISSION 1.5* and District Goals.
- Contact the Global Action Team support staff or connect with your GAT regional specialist directly by using the [GAT staff contact list](#).



# District Strategic Plan Workbook

## STEP 2: BE LOUD. BE PROUD. BE A LION.

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### THE IMPACT OF COMMUNICATION

Communication is critical to the success of *MISSION 1.5*. It is also critical to engaging our Lions and clubs in *MISSION 1.5*. After receiving *MISSION 1.5* targets in January 2024 and completing a SWOT Analysis with your team in STEP 5, **share the results with Lions and Leos in your district**. Gather their insights on what is working well in your district and clubs, while gathering a stronger understanding of what challenges they are facing. Continue to revise the SWOT Analysis based on feedback received.

Communication fosters belonging and trust. Those that are involved in the planning process will value your leadership, support goals established, and help implement plans your team will be developing in the coming months.

You will need to stay in close communication to efficiently execute your district's plans. It is important to be effective communicators to create awareness and excitement for membership growth and share the impact of our service with prospective members.

Marketing is a great way to increase visibility of clubs in your district, recruit new members, and promote service activities. Club marketing is important and there are several opportunities to get involved at the district level.

- Ensure your district marketing chairperson keeps in frequent communication with each club marketing chairperson and helps build a marketing culture.
- Club marketing chairpersons energize and lead club marketing efforts by developing marketing plans for projects and membership drives, using social media to share stories, and working with Lions and community partners to put a spotlight on service projects in your area. Work with your team to follow-up with individual clubs that have yet to appoint a club marketing chairperson.
- Discuss what promotional campaigns will be conducted in your district by collaborating on marketing, communications and public relations efforts to create greater awareness of the work the clubs are doing.
- The [Lions International Marketing Award](#) recognizes clubs that execute a marketing campaign around a membership drive, service activity or leadership opportunity. Encourage club marketing chairpersons in your district to work with the membership and/or service chairpersons to plan their event, market it and apply.



# District Strategic Plan Workbook

## WHY REPORT SERVICE?

As your district's service goal focuses on the percentage of Lions and Leo clubs planning and reporting service activities, you will need to be able to speak to the benefits of service reporting as a way to drive membership growth.

- Did you know that the [Club Locator](#) can be used as a marketing tool? When clubs report service, their previous activities are added to their club profile, which is the first place prospective members seek information if interested in becoming a Lion or requesting service from a club.
  - Need inspiration or help with service reporting? Available tools and resources on the [service reporting](#) webpage include:
    - **MyLion How to Report and Celebrate Service** guide provides a step-by-step walkthrough of how to report a service activity. A great tool to share with your clubs!
    - **Why Service Reporting Matters** explains the benefits of service reporting for Lions, clubs, districts and the communities we serve.
    - **Measuring Service Impact for Lions** outlines a wide variety of service activities that can be reported by Lions, along with direction on how to calculate service impact.

By sharing our impact, Lions and Leos inform, inspire and grow our global legacy of service. When challenged with developing an elevator pitch on why prospective members should join a Lions clubs, ask clubs to review their service reporting data.

Details give stories power. Saying you fed 87 families is more powerful than saying you organized a food drive. Saying your club contributed 1,265 volunteer hours last year is more powerful than saying your club serves the community. **When clubs report service, they collect the details needed to share powerful stories of their club's impact with prospective members in their communities.**

In addition to the many ways Lions serve locally, we also work together to support global causes. This year, we are beginning the process of aligning the global causes of Lions Clubs International with the focus areas of Lions Clubs International Foundation. This includes:

- **Childhood Cancer:** provide support for the needs of children and families affected by childhood cancer.
- **Diabetes:** reduce the prevalence of diabetes and improve quality of life for those living with diabetes.
- **Disaster Relief:** meet immediate needs and provide long-term support for communities devastated by natural disasters.
- **Environment:** protect the environment to create healthier communities and a more sustainable world.
- **Humanitarian:** identify the world's most crucial needs and provide humanitarian aid where it's needed most.
- **Hunger:** improve food security and access to nutritious food to help alleviate hunger.
- **Vision:** help prevent avoidable blindness and improve quality of life for people who are blind or visually impaired.
- **Youth:** provide young people with the support they need to make positive choices, lead healthy and productive lives, and become the next great generation of service leaders.

The expanded list of causes will also be reflected in the choices for reporting service through the new Lion Portal, when it is available.



# District Strategic Plan Workbook

## STEP 3: LEARN. LEAD. GROW.

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### THE IMPACT OF TRAINING AND DEVELOPMENT

Training is an important part of growing our membership, particularly for Lions in key leadership roles. Although each leadership role will be instrumental in communicating the importance of *MISSION 1.5* and will contribute to the vision, plan and success of your district - training will help ensure that we have the right skills to lead, and grow, our membership.

As your district's leadership development goal focuses on the percentage of club officers and zone chairpersons trained and reported, it is important to ensure that district leaders are equipped with and utilizing all the training opportunities and resources that are available.

Review the Lions International club officer and zone chairperson training opportunities to ensure your district team understands what is offered and can explain to incoming officers the benefits of completing the training.

- [Club Officer Training](#) courses provide an introductory overview of club officer roles and responsibilities. Review the course catalog in the Lions Learning Center for additional leadership skill training courses.
- [Zone Chairperson Workshop](#) curriculum details the various training and materials needed to help zone chairpersons enrich their leadership skills, work through problem-solving techniques and become proficient in assessing the overall health of their clubs.

### DISCUSS PREVIOUS OFFICER TRAINING WITH CURRENT DISTRICT LEADERSHIP

- Use the [District Leadership Assessment](#) tool as a guide to determine training and leadership development programs already in place in the district, and to identify opportunities for expansion and improvement.

### SUGGESTED DISCUSSION TOPICS:

- Which programs, seminars or training should be offered to club officers and zone chairpersons?
- What is the optimal training plan format and frequency?
- How will we encourage our club officers and zone chairpersons to participate in the various programs, seminars, and training offered by the district and multiple district?
- How will our team confirm that our Global Leadership Team (GLT) district coordinator reports training in Learn?



# District Strategic Plan Workbook

## CREATE A TRAINING CALENDAR

- Once training topics are decided upon, create a calendar for the district's club officer and zone chairperson training sessions.
  - Don't forget to include the [GLT Coordinator Role Responsibility Timeline](#) in your planning.
- Confirm that the GLT district coordinator entered local training information in Learn.
- Work with the district marketing chairperson to identify different ways to promote the district's training calendar.

**REMEMBER:** After each training event, ensure that the GLT district coordinator reports the participants and faculty from each training in Learn. This includes training for Global Membership Approach and *MISSION 1.5*.

**NEED ADDITIONAL SUPPORT?** Visit the [Leadership Development Webpage](#) to find information related to various leadership development programs and grants and the numerous learning opportunities offered by Lions International.







# District Strategic Plan Workbook

## STEP 4: GIVE BACK TO COMMUNITIES

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### THE IMPACT OF GIVING

As Lions, we are serving a world in need, but we must continue to find ways to give even more to the communities we support and the world we share. Lions Clubs International Foundation (LCIF) enhances the service of Lions, which is why your district's LCIF goal focuses on supporting the LCIF district coordinator achieve the district's fundraising goal and increasing our global impact.

### BRAINSTORM IDEAS WITH YOUR DISTRICT AND CLUB LCIF COORDINATORS

- Commit to regular and frequent communication with your district LCIF coordinator. This kind of contact is key to encouraging accountability. Establish a regular schedule of check-ins.
- Develop a fundraising strategy with your LCIF coordinator and a promotional strategy with the district marketing chairperson. Share plans that have been developed with your district LCIF coordinator. Work together to set short-term goals, establish timelines, and discuss ways to achieve each milestone.
- How are club LCIF coordinators functioning in your district? Are they active? Work with your district LCIF coordinator to activate and engage your district's club coordinators.
- Celebrate the successes of your LCIF fundraising team. Congratulate and publicly recognize clubs and individuals when they make significant gifts to LCIF. The district marketing chairperson and LCIF coordinator can brainstorm recognition opportunities, which should be complimented with "why" contributions are beneficial or the impact/significance of the contribution.
- Be an LCIF advocate and leader in your district. Encourage other leaders to promote the importance of giving.

### GIVING IS A FORM OF SERVICE

Donations from Lions sustain LCIF and make large-scale service projects possible not only in your district, but around the world.

- Make a personal donation to LCIF. When you lead by example, you demonstrate the importance of supporting LCIF. Encourage your team to do the same and take the necessary steps to ensure clubs in your district donate to LCIF as well. **100% of every donation is only used to support LCIF grants and programs, and will help expand and empower the service of Lions all over the globe.**
- Has your own club donated to LCIF? If not, consider making a LCIF presentation at an upcoming meeting and challenge members to commit to supporting LCIF.



# District Strategic Plan Workbook

## LOOK AROUND

We only have to look around our communities and read the news to know that needs are growing, and that LCIF is there to support those in need through humanitarian services and grants. Help drive LCIF's mission, by supporting your LCIF coordinator and empowering the compassionate service of Lions and those who need our help.

- LCIF and Lions Quest are proud to be a founding member of [The Choose Kindness Project](#), a coalition of the leading nonprofit organizations in the United States championing bullying prevention, intentional inclusion and youth mental wellness.
- The World Health Organization validated Benin and Mali as having eliminated trachoma, a bacterial eye infection that causes blindness, as a public health problem. The milestone followed many years of hard work led by national governments in each country, with support from international partners, including LCIF's SightFirst partnership with [The Carter Center](#).
- LCIF mobilized more than **US\$652,500** to Lions in Türkiye for earthquake relief. Grant funds enable Lions to provide immediate, short- and long-term relief to victims of one of the largest earthquakes to hit the region in more than 100 years.



# District Strategic Plan Workbook

## STEP 5: CONDUCT A SWOT ANALYSIS

Now that you and your team have reviewed data to help build an understanding of your district's needs and have access to resources to support membership growth in your area, it's time to review your [MISSION 1.5 targets](#), once launched in January 2024, and complete a SWOT Analysis.

As an FVDG, complete the SWOT Analysis independently to identify your district's strengths, weaknesses, opportunities and threats to new club development, new member recruitment and retention. Consider what possibilities are there for membership growth to achieve *MISSION 1.5* targets. Next, complete a separate SWOT Analysis with your district team. How do their ideas differ from yours?

**REMINDER:** Although we will be primarily focused on maximizing the SWOT Analysis to impact membership growth, apply these same principles when working through your service, leadership and LCIF goals.

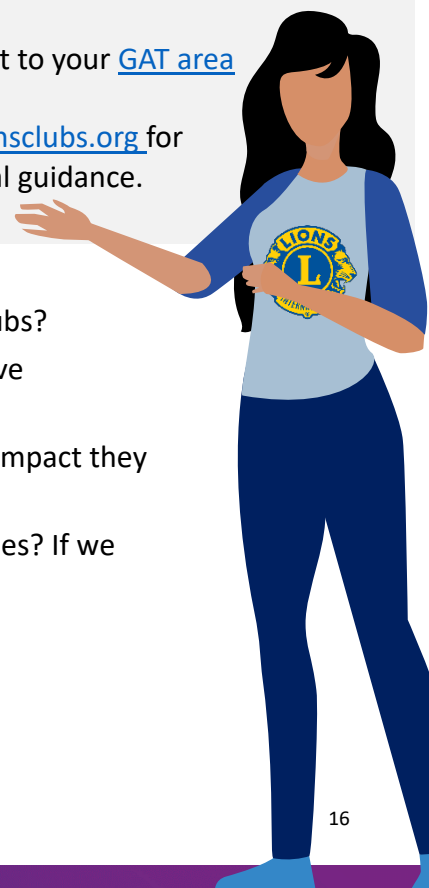
### SUGGESTED DISCUSSION TOPICS:

- How can we maximize our zones, regions and clubs to help promote membership growth?
- What has our district done to increase membership growth in the past five years?
- What strategies can we use to charter at least one more club than last year?
- What Specialty Clubs would be most successful? What are some ideas for new Specialty Clubs?
- What actions can be taken by the district team to start new clubs? Attract new members?
- How can our district team add value to membership in clubs leading to higher retention?
- How will our team identify opportunities for supporting struggling clubs?
- What makes our district unique that will potentially attract prospective members? How will we communicate this information to our clubs?
- Are all of our leaders trained effectively and do they understand the impact they can make in their communities?
- Do some of our strengths naturally support the identified opportunities? If we eliminate weaknesses, would that present additional opportunities?

### Struggling to understand how to complete a SWOT Analysis?

It is recommended that each member of your team complete **Build a Vision** as a part of the Global Membership Approach and review the **Introduction to SWOT Analysis** course available of the Lions Learning Center.

Reach out to your [GAT area leader](#) or [GAT@lionsclubs.org](mailto:GAT@lionsclubs.org) for additional guidance.





# District Strategic Plan Workbook

## YOUR TEAM IS PREPARED FOR ACTION PLAN DEVELOPMENT

By now, you and your district team have:

- Understood the needs of your district based on data and trends;
- Understood the importance of setting goals for service reporting, leadership development and LCIF in relation to *MISSION 1.5* and for the overall health of your district;
- Reviewed your district's *MISSION 1.5* targets, and
- Conducted a SWOT Analysis.

### BE REALISTIC

By understanding the needs of your district and the importance of each district goal, your team will be able to complete the goal statements found at the beginning of this workbook.

**Remember, be realistic!** If, after reviewing trends, you found that your district struggled to achieve 100% service reporting or have 100% of the zone chairpersons and club officers attend training, what is a reasonable target for your district to attain based on previous results?

**Gain consensus and buy-in from every member of your team.** Is everyone committed to achieving these goals?

During the upcoming FVDG/DGE Seminar you will practice writing action plans, and during the Global Membership Approach Build a Plan process step, you will learn how to build an Action Plan to support the goals that you and your team have established.

However, there are still steps you will need to take to begin developing a detailed plan. Using lessons learned from your district's SWOT Analysis and throughout this workbook, review the [Sample Action Plans Booklet](#) and begin building your action plans to achieve established *MISSION 1.5* membership growth targets, as well as the other goals established.

### MAXIMIZE THE SWOT ANALYSIS

The SWOT is divided into four sections. Each section influences the results of another section in some specific way. Identifying these connections helps you spot solutions for threats and weaknesses.

For example, one of your district's weaknesses may be that it is struggling to differentiate itself from other service organizations in your communities. Therefore, a threat could be an existing or new service organization that already meets the needs of your community. However, after discussing your SWOT Analysis with your clubs, a strength was added that prospective members were very interested in the many learning opportunities that are offered to Lions members.

Ranking the information in each section may help you see these connections because the more critical issues in one section may be entirely dependent on a problem, threat, or opportunity listed in another.



# District Strategic Plan Workbook

## ACTION PLAN DEVELOPMENT

A well-defined action plan contains elements that will help you and your team identify, analyze and delegate tasks to successfully accomplish district goals. In order to do so, you and your team will need to address identified threats and capitalize on opportunities based on the insights gained from your SWOT Analysis.

As in the example of struggling to differentiate Lions International from other service organizations, the solution is to identify the strengths that can leverage the opportunities and eliminate weaknesses that would otherwise result in threats.

Some action steps might involve tasking your district GST, GLT and marketing chairperson with developing a flier to showcase all that Lions do in your communities, highlighting Lions Learning Center that can be applied outside of the club, or entrusting your district marketing chairperson to develop a marketing strategy to focus on how your clubs support specific causes that the other service organizations in the district cannot.

Prioritize action steps based on your understanding of the connections between strengths, weaknesses, opportunities, and threats. This process helps determine which action steps will have the most impact on your district.

## NEED ADDITIONAL FUNDING TO SUPPORT YOUR PLANS?

There are a wide variety of funding opportunities available to help your district expand membership growth and build success. Explore the different grant types to find out if there is a grant that is right for your district.

- The Membership Development Committee offers [Membership Development Grants](#) on a competitive basis. These grants are meant to help regions capture new markets, particularly where membership has been declining.
  - Districts may apply for US\$1,500 at a time and can apply up to three times per Lion year for a maximum amount of US\$4,500.
- Discover the many ways that your district can benefit through LCIF's grants programs, including the [District and Club Community Impact Grants](#). As a part of this grant, clubs in your district, as well as the district itself, may be eligible to receive 15% of the unrestricted contributions to LCIF if certain qualifications are met.
- Promoting Lions is crucial for growing membership and keeping members engaged and excited about their service. The [Marketing Grants Program](#) supports multiple and single district-wide marketing activities, such as advertising, social media, branding and public relations.



# District Strategic Plan Workbook

## OPTIONAL: CUSTOM GOALS

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For the 2024-2025 District Goals, your multiple district and district teams have been given the option to create unique S.M.A.R.T goals and action plans.

### MULTIPLE DISTRICT GOAL

Connect with your MD team to discuss if a S.M.A.R.T goal has been created for your district. Upon completion of the *Action Planning to Achieve District Goals* eLearning course, meet with your district team to discuss and create an action plan in support of the MD goal.

### DISTRICT GOAL

Should your district team decide to create a S.M.A.R.T goal specific to the needs of your district, work with your team to complete the following action steps.

### ACTION STEPS

- If you have not already, review the *Goal Setting* course in the Lions Learning Center.
- Work with your district team to create a 2024-2025 Lion year S.M.A.R.T goal.
  - What, specifically, does your district hope to accomplish in the upcoming Lion year? Some examples include achieving the District Excellence Award, ensuring all clubs are in good standing, developing a marketing campaign for all district events, starting one specialty club, gaining one new local partnership, etc.
- Upon completion of the *Action Planning to Achieve District Goals* eLearning course, work with your district team to create an action plan to support your established S.M.A.R.T goal.



# District Strategic Plan Workbook

## CONCLUSION

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Setting goals and creating action plans can be a daunting task, but if developed and implemented correctly, they can be great tools for success – turning your vision into reality and helping Lions International achieve our goal of reaching 1.5 million members worldwide.

Our mission of service is the reason for *MISSION 1.5*.

Growing our membership makes Lions stronger at every level. With more members, our association, districts and clubs will have more resources to fulfill our *MISSION* of service, at home and around the world. A growing club is a healthy club. When your club is growing, you will have the greatest impact in your community. And when every club is growing, we can ensure that Lions will always be there, ready to serve.

Lions do more than serve together — we grow together. Club growth, on every level, all around the world, benefits us all, whether it's through the service impact made through club and community project or donation raised to support LCIF grants. The personal connections you make with fellow Lions open doors to new opportunities, and endless possibilities for personal and professional growth as we learn from one another, always striving to be better leaders, better people, better Lions.

*MISSION 1.5* starts with you, but every Lion has an important part to play. Together, we can grow Lions Clubs to extraordinary new heights, meeting the growing needs of our communities and serving more people than ever before.