



District Goals

Sample Action Plans

Booklet



Action Plan Guide

A well-developed goal is specific, measurable, actionable, realistic and time-bound. Use the guide below to understand the various components that go into developing an action plan for each S.M.A.R.T goal created.

What LCI goal does your goal statement refer to?

Area of Focus

☐ Service Activities

☐ Leadership Development

☐ Custom Goal

☐ MISSION 1.5

☐ LCIF

Goal Statement

Indicate what specifically, the district intends to accomplish.

Action Step

Indicate how your team will accomplish the goal. The action step should be specific and measurable. Include details such as, number of Lions, specific activities, communications, etc.

Responsible Party

Indicate the individuals who will do the work to complete each action step.

Required Resources (team members, technology, funding, etc.)

Indicate key resources or funding needed to execute each action step.

Date to Begin

Indicate when the planning will need to begin to accomplish each action step. Remember to build in time to follow up with the responsible party when selecting a due date.

Due Date

Assessment

To be completed throughout the year; any actions/feedback received that might affect the overall timeline and actions needed to accomplish the goal statement listed above.

Alterations

To be completed throughout the year; based on the assessment, what modifications to the listed timeline/action steps need to occur to accomplish the goal statement listed above.

Service Activities

The following is an example of a district-specific goal that will support the Lions Clubs International Service Activities goal plan to increase service reporting.

Percentage of Clubs Reporting Goal

Area of Focus				
<input checked="" type="checkbox"/> Service Activities		<input type="checkbox"/> Leadership Development		<input type="checkbox"/> Custom Goal
<input type="checkbox"/> MISSION 1.5		<input type="checkbox"/> LCIF		
Goal Statement				
By the end of the upcoming Lion year, our district will have 80% of clubs reporting service, which is a 15% increase over last year.				
Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
Identify which Lion and Leo clubs did not report service in the previous Lion year.	DG, GST district coordinator	Service Activities Real Time Report	6/15	7/1
Meet with a representative from each of the Lion and Leo clubs not reporting to: <ul style="list-style-type: none"> Identify the training, resource and support needs of each club. Discuss opportunities for process improvement, such as how the club collects and communicates service data. 	DG, GST district coordinator	Virtual meeting platform, email and/or phone, members from each club responsible for reporting service, method for tracking responses, follow up and results	7/1	9/1
Address the specific issues each Lion and Leo club is facing with the relevant training, support and resources.	DG, GST district coordinator	Virtual meeting platform, email, service reporting training materials, method for tracking follow up	9/1	2/1

Follow up to see if the training, resources and support increased service reporting in the clubs.	DG, GST district coordinator	Service Activities Real Time Report, virtual meeting platform, email and/or phone, service reporting training materials, method for tracking results	2/1	5/1
<p>Celebrate the success of Lion and Leo clubs in the district who are reporting service.</p> <ul style="list-style-type: none"> Engage the district and club marketing chairpersons to build a marketing plan that communicates and celebrates success. Work with district and club marketing chairpersons to increase brand awareness and bring attention to service activities to non-Lions. 	DG, GST district coordinator, district and club marketing chairpersons	Virtual meeting platform, email, phone and/or social media, district meetings, district conventions, district newsletter, Kindess Matters Service Award application	5/1	6/30
Assessment		Alterations		
In February, reporting showed 70% of clubs reported service. Further investigation determined some clubs would benefit from additional training, especially Leo clubs, where service reporting is low.		The GST district coordinator will provide additional training and targeted outreach to Leo clubs to encourage service activity reporting.		

Membership Development

The following are examples of district-specific goals that will support the Lions Clubs International Membership Development goals for new clubs, new member recruitment and member retention.

New Clubs Goal

Area of Focus				
<input type="checkbox"/> Service Activities <input checked="" type="checkbox"/> MISSION 1.5		<input type="checkbox"/> Leadership Development <input type="checkbox"/> LCIF		<input type="checkbox"/> Custom Goal
Goal Statement				
By the end of the upcoming Lion year, our district will start 1 new club with 25 charter members, which will be the first new club in 3 years.				
Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
<ul style="list-style-type: none"> Ask GET district coordinator to chair a club extension team. Send a personal invitation to additional officers to be a part of the club extension team. 	DG, GET district coordinator	Contact information for officers and an invitation to a guiding Lion for the potential new club	6/1	6/15
Club extension team to review areas of opportunity to attract young professionals to start a new Lions Club in the city center.	GET district coordinator	Internet, method for keeping track of potential areas to start a new club	6/15	7/15
Set up virtual meetings with community and business leaders to gauge interest of starting a new Lions club in the city center.	GET district coordinator	Virtual meeting platform, contact information for participants, a new club presentation, presenter	6/15	8/30
Develop a strategic marketing plan to bring awareness to the event(s) within communities of interest and invite potential members.	District marketing chairperson	Email, virtual meeting platform	6/15	8/30

<ul style="list-style-type: none"> • Apply for membership grant to pay for promotional material for pop-up event to attract young professionals. • Work with community leaders to plan and host pop-up coffee and cookies info booth at busy city center park at lunch time. 	GET district coordinator	Funding needed: \$640, promotional 'Volunteering=Networking' flyer, booth, coffee, cookies, grant application	6/15	9/1
Develop a strategic marketing plan to increase brand awareness, and how to nurture prospective new members.	GET district coordinator, district marketing chairperson	Email, virtual meeting platform	9/1	11/1
Follow up with prospective members and invite them to district-wide service project where they will be able to network and learn more about the impact Lions make.	GET district coordinator, GST district coordinator, Club Extension Team	Email, phone, list of prospective members and contact information, method for tracking responses, electronic-version of invitation	11/1	12/1
Decide on time and date for an organizational meeting held at the district office space.	Club Extension Team	Calendar, phone, email	11/25	12/1
Follow up with all new and prospective members thanking them for their attendance and interest in joining and invite them to an organizational meeting.	GET district coordinator	Phone, email, date, time and location of the organizational meeting, contact list of all prospective members	12/1	12/1
Host organizational meeting to elect officers and begin planning for pending new club's first service project.	GET district coordinator	District office space, charter club application, meeting presentation, food, chairs	12/4	12/10
Club Extension Team to work with pending new club to complete application and ensure the club is chartered.	GET district coordinator	New Club Development Guide, computer, internet, names and contact information for each new member	12/10	1/10
The Guiding Lion sets up a meeting with the new club officers to begin new club officer training.	Guiding Lion	Certified Guiding Lion Training Course workbook, meeting place or platform, contact information for new	12/10	1/10

		club members, club officer training materials, new member orientation materials		
Assessment		Alterations		
9/15: Membership grant approved for \$500. The remaining \$140 will need to be raised by other means.		October: Will hold bake sale at the community Halloween party (GST to organize) to make up remaining \$140 funds needed.		

New Member Recruitment Goal

Area of Focus				
<input type="checkbox"/> Service Activities <input checked="" type="checkbox"/> MISSION 1.5		<input type="checkbox"/> Leadership Development <input type="checkbox"/> LCIF		<input type="checkbox"/> Custom Goal
Goal Statement				
On the last Saturday of April, a district-wide worldwide induction day (WWID) ceremony will be held at our district convention to help clubs rejuvenate with new members.				
Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
Ask GMT district coordinator to oversee the completion of this goal.	DG	Email, phone	6/1	6/15
<ul style="list-style-type: none"> Work with district convention team to ensure the ceremony is added to the agenda. Finalize time and location of ceremony with convention team. 	GMT district coordinator	Email, phone, contact information for the district convention team, method to track discussions and tasks	6/15	7/15
Ask zone chairpersons to encourage clubs to consider participating in WWID, collect membership chairperson information for all participating clubs and build a contact list.	DG and GMT district coordinator	Email addresses for zone chairpersons and club membership chairpersons. Method for collecting and organizing responses	7/15	9/15

Define who will oversee the ceremony at the district convention and what their responsibilities.	DG and GMT district coordinator	Contact list of district officers attending district convention	10/1	10/20
Set up meeting with the district marketing chairperson, club marketing chairpersons, club membership chairpersons and DG.	GMT district coordinator	Email, computer, internet, virtual meeting platform, contact information for participants, method for tracking discussions and tasks	10/15	10/20
Conduct meeting with team to develop plan on how to market the induction ceremony to family, friends and the general public, taking into account pre-event, during-event and post-event promotions.	DG and GMT district coordinator	Virtual meeting platform, contact information for participants, method for tracking discussions and tasks	10/20	10/25
Apply for Public Relations Grant to cover advertising expenses.	DG	Funding needed: \$1000, grant application	11/1	11/5
<ul style="list-style-type: none"> • Invite prospective members and new members to the ceremony for WWID at the district convention. • Confirm expected number of members that will be in attendance with zone chairperson. 	DG and GMT district coordinator	An electronic or paper invitation to the ceremony, email addresses for prospective members and new members, and a method for collecting and organizing responses.	1/15	3/31
<ul style="list-style-type: none"> • Begin implementing marketing plan. • Rework Lions press release for event. • Contact local press with event information. 	District marketing chairperson	Contact information for local press, downloaded copy of "Generic Press Release Template," electronic and newspaper print ads, grant funding for print adds, access to the Marketing Communications Guide on lionsclubs.org	2/1	4/15
<ul style="list-style-type: none"> • Communicate expected number of attendees to district secretary. • Communicate names and proper pronunciation of attendees to district secretary. 	GMT district coordinator	Email, phone, list of attendees names with proper pronunciation	4/1	4/1

<ul style="list-style-type: none"> • Print certificates based on total expected number of members that will be in attendance. • Collect number of pins required from district office. • Fill out certificates with names and proper punctuation. 	Cabinet secretary	Computer, printer, calligraphy pen, pins certificate holders, certificates	4/1	4/15
Write induction speech.	DG	Computer, printer	4/3	4/7
Drop off materials at district convention day before event.	GMT district coordinator	New member certificates, pins, list of inductees and their proper pronunciation	4/28	4/28
Confirm on-site A/V equipment and ceremony set-up.	GMT district coordinator		4/29	4/29
Conduct ceremony and present certificates and pins to new members.	DG, GMT district coordinator and district convention committee	New member certificates, pins, list of inductees and their proper pronunciation, list of Lions who contributed to the success of the ceremony, induction speech	4/29	4/29
Implement post-event marketing plan to share photos and connect with new members to gather testimonials on how to improve the experience in the future.	District marketing chairperson, club marketing chairpersons	Computer	5/15	5/31
Assessment		Alterations		
12/15: Membership grant approved for \$500. The goal was to get \$1000.		Number of electronic and print ads reduced to fit in budget.		

Retention Goal

Area of Focus				
<input type="checkbox"/> Service Activities <input checked="" type="checkbox"/> MISSION 1.5		<input type="checkbox"/> Leadership Development <input type="checkbox"/> LCIF		<input type="checkbox"/> Custom Goal
Goal Statement				
By the end of the upcoming fiscal year, our district will reduce dropped members by 10%.				
Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
Review Membership District Strategic Plan and pertinent reports to determine what a reduction of 10% dropped members is for the district.	DG, GMT district coordinator	Membership District Strategic Plan, Cumulative Report	4/15	4/30
GMT district coordinator contacts zone chairpersons to request their help conducting a membership satisfaction survey with all clubs in their area through targeted email outreach.	GMT district coordinator	Email, phone, electronic membership satisfaction survey	7/15	7/30
Zone chairpersons set up meetings with club membership chairpersons to talk about the benefit of completing the member satisfaction survey and discusses sending an electronic copy to all club members.	Zone chairpersons	Virtual meeting platform, prepared speech on benefits of conducting the survey, electronic membership satisfaction survey	8/1	8/25
<ul style="list-style-type: none"> Club membership chairpersons send member satisfaction survey to all club members. Club members complete survey. 	Zone chairpersons, club members	Email addresses of all club members, email, electronic membership satisfaction survey	9/1	9/19
Zone chairpersons review member satisfaction surveys with GMT district coordinator and club membership chairpersons to identify issues.	Zone chairpersons, GMT district chairperson	Virtual meeting platform, results of the survey, method to compile the results, an analysis of those results to determine the most prevalent issues to address	9/20	9/25

Zone chairpersons hold virtual meetings with club membership chairpersons to review the results of the survey.	Zone chairpersons, club membership chairpersons	Virtual meeting platform, data analysis, recommendations for the clubs and a method to track responses, decisions and follow up from the meeting with each club	9/25	9/30
Zone chairpersons and club membership chairpersons determine how best to share results with club members and an action plan on addressing satisfaction with members of their clubs is drafted.	Zone chairpersons, club membership chairpersons	Virtual meeting platform, method for tracking and sharing decisions, action plans and follow up	10/1	10/31
Zone chairpersons work with club membership chairpersons to implement action plans to improve member satisfaction at the club level.	Zone chairpersons, club membership chairpersons	Action plans, method for documenting meetings, decisions, follow up and reporting to district-level Lions	11/1	1/31
Assessment		Alterations		
9/20: Oxford Lions Club members did not participate in the electronic membership satisfaction survey.		9/25: After further discussion with club officers, it was determined that the Oxford Lions Club members prefer in person surveys and the survey will be distributed at the next meeting on 10/1, with results provided to zone chairperson by 10/10.		

Leadership Development

The following is an example of a district-specific goal that will support the Lions Clubs International Leadership Development goal.

Club Officer Training Goal

Area of Focus				
<input type="checkbox"/> Service Activities		<input checked="" type="checkbox"/> Leadership Development		<input type="checkbox"/> Custom Goal
<input type="checkbox"/> MISSION 1.5		<input type="checkbox"/> LCIF		
Goal Statement				
85% of the district's club officers will complete the club officer training courses on the Lions Learning Center by September 1, which is a 10% growth over last year.				
Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
Develop and execute a communication plan encouraging club officers to complete club officer training available on the Lions Learning Center.	District marketing chairperson, GLT district coordinator	Instructions for how to access the Lions Learning Center	6/1	7/1 and 8/1
Personally call each club president and ask them to complete the training and follow up on this goal with their club officers.	DG	Club presidents' phone numbers, instructions for how to access the Lions Learning Center	7/1	7/20
Access Learn and download a current training report showing the club officers that have completed courses in the Lions Learning Center. Share this list with the district team on a regular basis.	GLT district coordinator	Lion Account, instructions on how to access and download reports	7/31	9/1

Personally call each zone and region chairpersons and ask them to follow up on this goal with club officers.	FVDG	Zone and region chairpersons' phone numbers, instructions for how to access the Lions Learning Center	8/1	8/15
Contact club officers who have not yet completed the course and encourage them to complete it.	2VDG	Club officer's phone numbers, instructions for how to access the Lions Learning Center	8/15	8/30
Assessment		Alterations		
Contact with club officers indicated some need help accessing the Lions Learning Center through the Member portal.		The DG will contact the Information Technology Chairperson in each club and ask that he or she show the club officers who are struggling how to access the course.		

LCIF

The following is an example of a district-specific goal that will support the Lions Clubs International fundraising goal.

Club Participation Goal

Area of Focus				
<input type="checkbox"/> Service Activities		<input type="checkbox"/> Leadership Development		<input type="checkbox"/> Custom Goal
<input type="checkbox"/> MISSION 1.5		<input checked="" type="checkbox"/> LCIF		
Goal Statement				
By the end of the upcoming Lion year, our district will ensure 5 clubs achieve 100% member participation, which is 2 more than last year.				
Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
<ul style="list-style-type: none"> Create list of prospective 100% member participation clubs. DG reviews and consolidates lists provided by all team members. DG emails lists to all district team members to review. 	DG, district team, district LCIF coordinator	Method to create list (e.g Microsoft Word), email	7/7	7/17
Review areas of opportunity within district and consolidated list of potential 100% member participation clubs.	DG, district LCIF coordinator	Consolidated list of prospective clubs	7/17	7/20
Schedule virtual meeting with DG, district LCIF coordinator and district team to discuss consolidated list, 100% member participation clubs goal and plan for the year.	District LCIF coordinator	Virtual meeting platform, email	7/20	7/20
<ul style="list-style-type: none"> Meet with team to discuss. Based on areas of opportunity, set 100% member participation clubs goals for various regions within the district, taking ongoing 	DG, district LCIF coordinator, district team	Virtual meeting platform, method for note-taking (e.g Microsoft Word), district map, team members	7/20	7/24

<p>performance and personal connections into consideration.</p> <ul style="list-style-type: none"> Set time-oriented goals for progress from each region based on momentum, seasonal considerations and the pace required for success. 				
<ul style="list-style-type: none"> Schedule time to communicate the importance of becoming a 100% member participation club to all target club's officers and develop marketing strategy for remainder of the year. Meet with club officers. 	District marketing chairperson, district LCIF coordinator	Email, virtual meeting platform	7/24	7/30
Create and schedule communications with clubs in the district to make fundraising appeals.	DG, district team	Email, virtual meeting platform, phone	7/24	7/30
Schedule bi-monthly meetings to monitor progress towards goals with district team.	District LCIF coordinator	Email, virtual meeting platform	8/1	6/1
Meet bi-monthly to discuss progress towards goals and make necessary adjustment to targeting clubs.	DG, district LCIF coordinator, club presidents	Virtual meeting platform, progress reports, method for documenting discussions and tasks	8/1	6/1
Celebrate success of clubs who became a 100% member support club at end of year banquet.	DG, district team, district LCIF coordinator	List of 100% member participation clubs, contact information for clubs, plan for banquet, presentation, presenters, invitations, banquet space, funding, food, beverages	6/15	6/15
Assessment		Alterations		
In December, a recently chartered club promoted 100% participation and all members donated to LCIF.		An additional opportunity to have another club reach 100% participation presented itself and the goal changed from 5 clubs to 6.		

Custom Goal

The following is an example of a custom district goal developed through discussions with the district team.

Improving Club Quality Goal

Area of Focus				
<input type="checkbox"/> Service Activities		<input type="checkbox"/> Leadership Development	<input checked="" type="checkbox"/> Custom Goal	
<input type="checkbox"/> MISSION 1.5		<input type="checkbox"/> LCIF		
Goal Statement				
By the end of the upcoming Lion year, 90% of all clubs in the district will complete the Club Quality Initiative (CQI) workbook or the Plan for Your Club's Success (Global Membership Approach) guide, to ensure a 3% growth over last year.				
Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
DG assigns the responsibility and communicates the goal to the GLT district coordinator.	DG	Improving Club Quality webpage, phone/email	6/15	7/10
DG adds the topic to Improve Club Quality to the agenda for all upcoming club visits and works with district marketing chairperson and others to promote Club Quality Programs in quarterly newsletters.	DG, district marketing chairperson when appropriate	Calendar, computer, upcoming Lion year club visit schedule	6/15	7/10
DG promotes the importance of Club Quality Programs at all scheduled club visits and other events.	DG	Virtual meeting platform or if in-person: meeting location, Club Quality Programs talking points	6/20	5/1
GLT district coordinator calculates the total number of clubs in the district that would need to complete a Club Quality Program in order to achieve the goal.	GLT district coordinator	Calculator, total number of clubs in district	7/10	7/10

GLT district coordinator sets up meeting(s) with zone chairpersons to review goal, expectations and discuss future zone meeting visit.	GLT district coordinator	Phone/virtual meeting platform, if in-person: meeting location, contact information for participants, talking points	7/11	7/15
GLT district coordinator communicates goal, introduces Club Quality Programs to zone chairpersons, and reviews material found on the Improving Club Quality webpage.	GLT district coordinator	Improving Club Quality webpage, CQI Facilitator's Guide, CQI PowerPoints, CQI workbook, Plan for Your Club's Success (Global Membership Approach) guide, Model District Governor's Advisory Committee Meetings guide	7/15	8/31
Zone chairpersons add Club Quality Programs as a discussion topic to the agenda for any zone meeting moving forward in the upcoming Lion year.	Zone chairpersons	Upcoming Lion year zone meeting agendas	7/15	8/31
<ul style="list-style-type: none"> Zone chairpersons works with GLT district coordinator to establish best time for GLT district coordinator to visit a zone meeting and discuss Club Quality Programs and adds visit to agenda. Zone chairpersons communicates final date, time and location to GLT district coordinator for pending visit. 	GLT district coordinator and all zone chairpersons	Calendar, computer, upcoming Lion year zone meetings agenda	7/15	8/31

GLT district coordinator visits each zone at one meeting to encourage all clubs to complete the process by May, assigning the project to club first vice presidents.	District GLT and all zone chairpersons	Improving Club Quality webpage, CQI flyer, CQI workbook, Plan for Your Club's Success (Global Membership Approach) guide, virtual meeting platform or if in-person: meeting location	9/1	11/15
Club first vice presidents work through Club Quality Programs with respective clubs.	Club first vice presidents	Improving Club Quality webpage, CQI flyer, CQI workbook, Plan for Your Club's Success (Global Membership Approach) guide, virtual meeting	11/15	6/30
Zone chairpersons follow-up with each club first vice president at zone meetings to monitor the completion of the Club Quality Programs and offers facilitator support, if needed.	Zone chairpersons, club first vice presidents	Personal communication between zone chairpersons and club first vice president. CQI workbook and Plan for Your Club's Success (Global Membership Approach) guide	1/1	6/30
Assessment		Alterations		
10/1: A club communicated to the zone chairperson that they completed the CQI two years ago and do not see the benefit of completing the CQI again.		10/2: Zone chairperson informed the club that while they did review/complete the CQI two years ago, it is an annual process to help incoming club officers refine their plan. The Plan for Your Club's Success (Global Membership Approach) guide was suggested as an alternative.		

Club Marketing Chairperson Goal

Area of Focus				
<input type="checkbox"/> Service Activities <input type="checkbox"/> <i>MISSION 1.5</i>		<input type="checkbox"/> Leadership Development <input type="checkbox"/> LCIF		<input checked="" type="checkbox"/> Custom Goal
Goal Statement				
By the end of the upcoming Lion year, 50% of clubs in our district will have a club marketing chairperson on their board to increase brand awareness and ensure our communities understand the role Lions play in bettering our world.				
Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
Identify clubs in our district with a vacancy in the club marketing chairperson position. Provide the list of clubs to the district marketing chairperson (DMC).	DG	MyLCI (data download), computer	5/15	6/1
Encourage club presidents to fill the vacancy. Note that support will be provided by the DMC.	DG	Phone/email or other preferred method of communication	6/1	6/15
Schedule and host an informational session for club officers on the importance, expectations and resources available to guide the role.	DMC	Calendar, virtual meeting platform or if in-person: meeting location, contact information for participants, talking points, Interactive Club Marketing Guide	6/15	7/11
Support the club officers while they work to fill the position.	DMC, club officers	Calendar, virtual meeting platform or if in-person: meeting location, list of potential candidates	7/11	7/21

Schedule and host a board meeting to review candidates. Confirm appointment of a club marketing chairperson to the vacant position.	Club officers	Calendar, virtual meeting platform or if in-person: meeting location	7/21	8/12
Follow up with club president to confirm if a club marketing chairperson has been appointed.	DMC	Phone/email	8/12	8/15
Encourage club marketing chairpersons to develop an annual strategic marketing plan to promote club service projects and membership events.	DMC	Scheduled meeting, email or other preferred method of communication	8/15	11/1
Encourage club marketing chairpersons or club presidents to submit their clubs' marketing achievements for the Lions International Marketing Award.	DMC	Phone/email	9/1	12/1
Assessment		Alterations		
8/12: One club in the district communicated that there are no members interested in holding a leadership position.		8/25: DG visited the club with the district marketing chairperson to discuss the importance of the role and the impact the club marketing chairperson can have on the total number of service projects, club membership drives and club training opportunities. By the end of the visit, three interested members approached the club president and expressed their interest in the role.		