

2021

District 5M10

LONG RANGE/STRATEGIC PLAN



May 2021

District 5M10 Long Range/Strategic Plan

VISION: *MEMBERSHIP anchored in passionate SERVICE and dynamic LEADERSHIP*

VALUES: *FOSTER, ENCOURAGE, UNITE, PROMOTE*

Strategic Planning

Throughout the Lions year 2020-2021 the District Governor Team met to establish a strategic plan. Working with district goals from the current and previous years, and surveying clubs for input, we identified five focus areas and determined the following goals and objectives for the organization over the next 2 – 5 years.

The District Governor Team, which included the District Governor, 1st Vice-District Governor, 2nd Vice-District Governor, the Global Leadership Team Chair (GLT), Global Membership Team Chair (GMT) and Global Service Team Chair (GST), Cabinet Secretary and Cabinet Treasurer undertook this exercise based on four values:

1. To foster
2. To encourage
3. To unite
4. To promote

In all five focus areas:

1. Member satisfaction
2. Develop members into leaders
3. Define and promote service
4. Making our communities better
5. COVID impact on members, clubs and district

MEMBER SATISFACTION:

1. Listen to members
 - a. **Ask** what are the concerns, ideas and satisfaction (surveys, etc)
 - b. **Act** by implementing strategies to respond to the comments in a.
 - c. **Educate** club leaders to **listen** to their members
 - d. **Observe** interactions and interests
2. Analyze Clubs Strengths, Weaknesses, Opportunities and Threats (SWOT)
 - a. **Discuss** SWOT to develop action plan
 - b. **Utilize** Support leaders within the district (Zone Chairs, Region Chairs, Guiding Lions, GLT, GMT, GST, etc.)
 - c. **Communicate** by walking club leadership through the process of SWOT analysis
 - d. **Encourage** members to listen to each other, identifying successes and problems

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3. Recognize club and member achievements
 - a. **Celebrate. Acknowledge** member achievements and contributions, etc.
 - b. **Communicate** through social media, newsletter and other means of communication
 - c. **Acknowledge.** Does not have to be a formal presentation
 - d. **Promote** amongst members what the clubs does well, whether those members have been involved or not

DEVELOP MEMBERS INTO LEADERS:

1. Identify potential new leaders
 - a. **Include** new members to become part of committees
 - b. **Encourage** members to take on small tasks to spark their interest
 - c. **Involve** members to give them the opportunity to learn the responsibilities of a new role
 - d. **Listen** to determine possible interest in leadership roles
2. Educate interested members
 - a. **Create** job shadowing **opportunities**
 - b. **Integrate** learning **opportunities** into everyday tasks
 - c. **Promote** leadership learning **opportunities**
 - d. **Offer** learning in a variety of formats (e.g. one on one, seminars, digital resources, websites, etc.)
3. Mentor Identified members
 - a. **Include** identified leaders in many activities
 - b. **Shadow** interested members with other leadership positions
 - c. **Communicate** Open Mic with DG team
 - d. **Interact.** DG leadership team needs to interact with members on regular basis

DEFINE AND PROMOTE SERVICE:

1. Identify and list projects to share
 - a. **Share** service ideas through newsletter and social media
 - b. **Incentives** through district convention service projects and Lions week of service, etc.
 - c. **Direct** Clubs to LCI website
 - d. **Involve** GST leader for recommendations on projects to share
2. Evaluate Past service projects
 - a. **Develop** success criteria to determine what success should look like
 - b. **Audit** service projects to determine if they meet the criteria developed above
 - c. **Review** MyLion activities
 - d. **Research** MyLion for activities from other clubs
3. Share/Networking Education
 - a. **Network** with regional clubs
 - b. **Share** successful projects on social media
 - c. **Review** feedback on MyLion and other social media
 - d. **Share** Our stories on media

MAKING OUR COMMUNITIES BETTER:

1. Research Community needs
 - a. **Perform** Community Needs Assessment
 - b. **Partner** with other service clubs to assess community needs
 - c. **Ask** community leaders as a Needs Assessment
 - d. **Listen** to news and social media for opportunities
2. Design Projects to meet community needs
 - a. **Utilize** LCI Project planners based on community needs
 - b. **Develop** action plan based of project planners
 - c. **Develop** committee to design and plan projects based on community needs
3. Assess Community needs projects
 - a. **Execute** plan
 - b. **Report.** Document and report on MyLion and Social Media
 - c. **Interview** community partners to determine success of projects
 - d. **Review** ongoing needs

COVID IMPACT ON MEMBERS, CLUBS AND DISTRICT:

1. Achieve Through virtual meetings/education
 - a. **Hold** virtual meetings when possible and appropriate to reduce travel/accommodation costs
 - b. **Share** documents on online platforms to increase efficiency and accessibility
 - c. **Promote** Technical Communication Literacy
 - d. **Encourage** Participation in virtual meetings
2. Growth in Membership
 - a. **Recruit** new members by inviting non-Lions to participate in service projects or other events
 - b. **Explore** different ways to attract new members and establish new clubs or branch clubs
 - c. **Encourage** virtual participation even if club is not virtual
 - d. **Explore** the possibility of Cyber Clubs and Specialty Cyber Clubs
3. Encourage Fundraising ideas
 - a. **Explore** new ways of raising funds through the use of virtual platforms
 - b. **Establish** electronic alternatives for collecting money, both, in the US and Canada
 - c. **Explore** virtual fundraising opportunities (e.g. silent auctions, 50/50 draws)
 - d. **Network** with other clubs to share in fundraising opportunities