

# Lions International Strategic Plan

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## Talking Points

### The Power of a Global Strategy

- ❖ **Having a global strategy helps us define our vision and develop a plan to achieve it.** That's why we launched LCI Forward in 2015. LCI Forward was our 5-year strategy designed to position Lions for success in our second century of service.
- ❖ **We achieved some great things with LCI Forward.** We created the Global Action Team, introduced our 5 global causes, rolled out new technology like MyLion® and a new international website, launched LCIF's most ambitious campaign, *Campaign 100: LCIF Empowering Service<sup>SM</sup>* and so much more.
- ❖ **Lions, along with their global foundation, surpassed the LCI Forward goal of serving more than 200 million people per year by serving more than 300 million the past two years.**

### Our Vision

- ❖ **The Lions International Strategic Plan** will continue the important work we began with LCI Forward and will guide us in the coming years.
- ❖ **Our strategic plan unites us in our global mission of service.** This includes every Lion and every club. It includes Lions Clubs International and Lions Clubs International Foundation (LCIF)—we are one. When we leverage the collective kindness of our Lions *and* the programs and grants of LCIF, we can achieve our vision and do more good than ever before.
- ❖ **Our vision is to be the global leader** in humanitarian service.

### Our Strategy

We'll build on the success of LCI Forward by focusing on three key areas.

#### ❖ **Focus Area #1: Strengthen the Association and the Foundation**

We need to keep clubs strong and Lions ready to serve.

- We'll unify Lions Clubs International and LCIF under a single brand and align our causes to show the world that we are united in our mission of service.
- We'll provide increased support for new clubs and create an opt-in program to help rebuild clubs with declining membership.
- We'll focus on new ways to attract members and increase LCIF giving and engagement.

#### ❖ **Focus Area #2: Build new models for growth**

The need for service is growing around the world, so we'll need to keep growing too.

- We'll increase our corporate social responsibility (CSR) engagement to increase our corporate partnerships, brand visibility and our service impact.



- We'll explore new models of service engagement for “episodic” or occasional volunteers that can help us achieve even more.

### ❖ **Focus Area #3: Align goals, governance & organizational support**

To achieve our goals, we'll need to be aligned at all levels of Lions.

- We'll host a virtual joint meeting of the LCI board of directors and LCIF board of trustees to help align our association and Foundation, and better support our mission and goals.
- We'll update the roles of our international directors and LCIF trustees to make sure they're best able to serve Lions around the world.

### **Our New Brand, Tagline and Mission**

- ❖ **We have made progress on our global brand** since this is such an important part of our plan.
- ❖ **We will introduce “Lions International” as our unified brand** for both our association and our foundation. When we say “Lions International,” we will be talking about both organizations. The actual names of the association and Foundation will not change. We plan to launch our new brand to Lions and the world in 2022-2023.
- ❖ **“Serving a world in need” is our new tagline** that tells the world who we are and what we do as Lions.
- ❖ **Our new mission statement will be:** To empower Lions clubs, volunteers and partners to improve health and well-being, strengthen communities, and support those in need through humanitarian service and grants that impact lives globally and encourage peace and international understanding.

### **Plan Communications**

- ❖ **Progress updates will be provided at international forums and board meetings,** through the Global Action Team and on our website, social media and email communications.