

Arkansas Lions District 7-0 Strategic Plan



Approved @ Cabinet level 7/20/19

Vision

District 7-0 Lions are known as a vibrant and active service organization throughout NE Arkansas, serving needs and impacting lives.

Mission

Arkansas Lions District 7-0, as a collaborative team, will embody the Lions' Motto ***“WE SERVE”*** through continuing membership growth, leadership development and strategic planning.

Leveraging new technologies, positive public relations, and personal empowerment, District 7-0 Lions will increase service to those in need at the community, state, national and international levels, making the ***“WE SERVE”*** more of a reality.

Key Focus Areas

- **Global Action Team Development**
- **Membership**
- **Leadership Development**
- **Marketing & Promotion**
- **Technology**
- **Service**
- **Youth Involvement**
- **Strategic Planning & Implementation**

Global Action Team Development

Short term objectives/goals (0-2 yrs)

- **District level GAT organization fully in place**
 - GAT Coordinator
 - GLT Coordinator
 - GMT Coordinator
 - GST Coordinator
 - LCIF Coordinator
- **Build District level GAT into a vibrant team that establishes a stable environment for membership, leadership, and service functions.**

Long term objectives/goals (3-5 yrs)

- **Club level GAT organizations fully in place**

Membership

Short term objectives/goals (0-2 yrs)

- **Achieve net 5% annual increase in District membership**
- **Establish District level incentives for club achievement**
- **Start a minimum of 2 new club(s) per year within District**
- **Support start-up of Branch and college clubs to assist with membership growth**

Long term objectives/goals (3-5 yrs)

- **District membership exceeds 1250 by 2024**
- **Achieve 25% increase in District membership under age 40**

Leadership Development

Short term objectives/goals (0-2 yrs)

- **Identify potential leaders within the District and develop a leadership succession plan**
- **Identify/define and conduct leadership, membership and service trainings within the District**
- **Utilize state level GAT defined standards by which all officers and potential officers at District and club levels are trained**
- **Submit 4 application(s) per year for attendance to various Lions Leadership Institutes**

Long term objectives/goals (3-5 yrs)

- **Leadership “rolling” succession plan extends out 3 yrs into the future**
- **All state GAT identified trainings are posted on District website with instructions for how they may be accessed**

Marketing & Promotion

Short term objectives/goals (0-2 yrs)

- **Establish a District Communications team which proceeds to identify/define menu of marketing and promotion vehicles**
- **25% of clubs in the District regularly submit input for inclusion in District newsletter**
- **Begin development of a District level “marketing plan” leveraging state level plan**

Long term objectives/goals (3-5 yrs)

- **50% of clubs in the District regularly submit input for inclusion in District newsletter**
- **District and/or club level articles published in LION magazine**
- **District level marketing plan is complete and being implemented**

Technology

Short term objectives/goals (0-2 yrs)

- **Establish email connectivity with all clubs (MyLCI/MyLion competed with all required info for all members)**
- **Educate clubs on website development via e-clubhouse**
- **60% of clubs in District have web presence**
- **Increase District Lions' comfort level with participation in LCI webinars**
- **Promote increased use of remote meeting options (eg: conference calling service, Go-To-Meeting, Zoom, etc)**

Long term objectives/goals (3-5 yrs)

- **All clubs have websites in place**
- **75% of clubs have presence on FaceBook or other social media platforms (Instagram, Snapchat, Twitter, etc)**

Service

Short term objectives/goals (0-2 yrs)

- **Define areas where Lions might provide new services leveraging state level GST work**
- **65% of clubs implement new service projects**
- **Ideas for service projects and/or fundraisers to support them are regularly shared via District newsletter and other means**

Long term objectives/goals (3-5 yrs)

- **All clubs within the District have implemented at least one new service project and an associated fundraising event**
- **District service levels show net 25% increase in people served**
- **District Lions services expanded into new areas**
- **All clubs in District are donating to LCIF with 20% of their members making personal donations**

Youth Involvement

Short term objectives/goals (0-2 yrs)

- **Start 1 new Campus or Leos clubs within District**
- **Roll out state GAT defined programs aimed at involving youth**
- **Expand club participation in annual Peace Poster Contest**
- **Educate clubs on Liberty Day event and encourage one be held annually**

Long term objectives/goals (3-5 yrs)

- **4 Campus and/or Leos clubs are operating within the District**