



LionsClubs.org

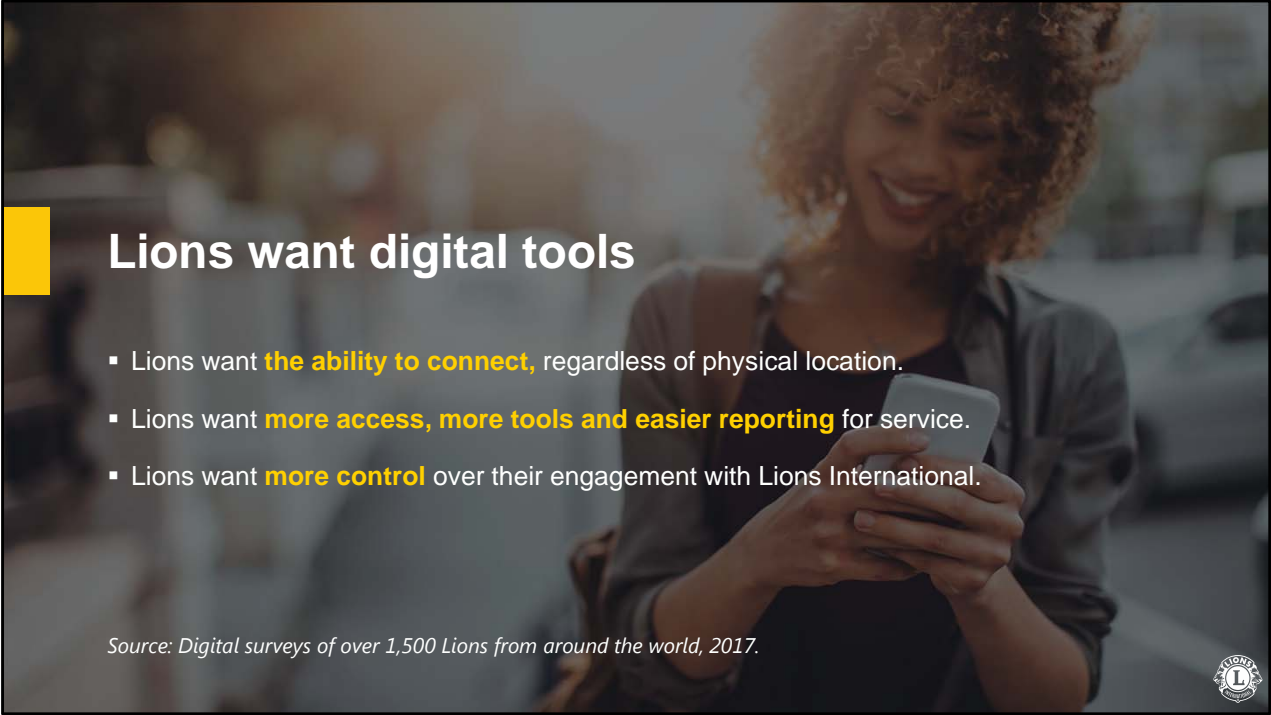
The face of Lions Clubs International



The world has gone digital. Almost 5 billion people have access to a digital device and that number continues to grow every day.

We look at our electronic devices 200 times a day, be it tweeting, logging into Facebook, searching Google, messaging one another, and so much more.

Digital tools are how we communicate with each other, manage our days, and participate in our local and global communities.

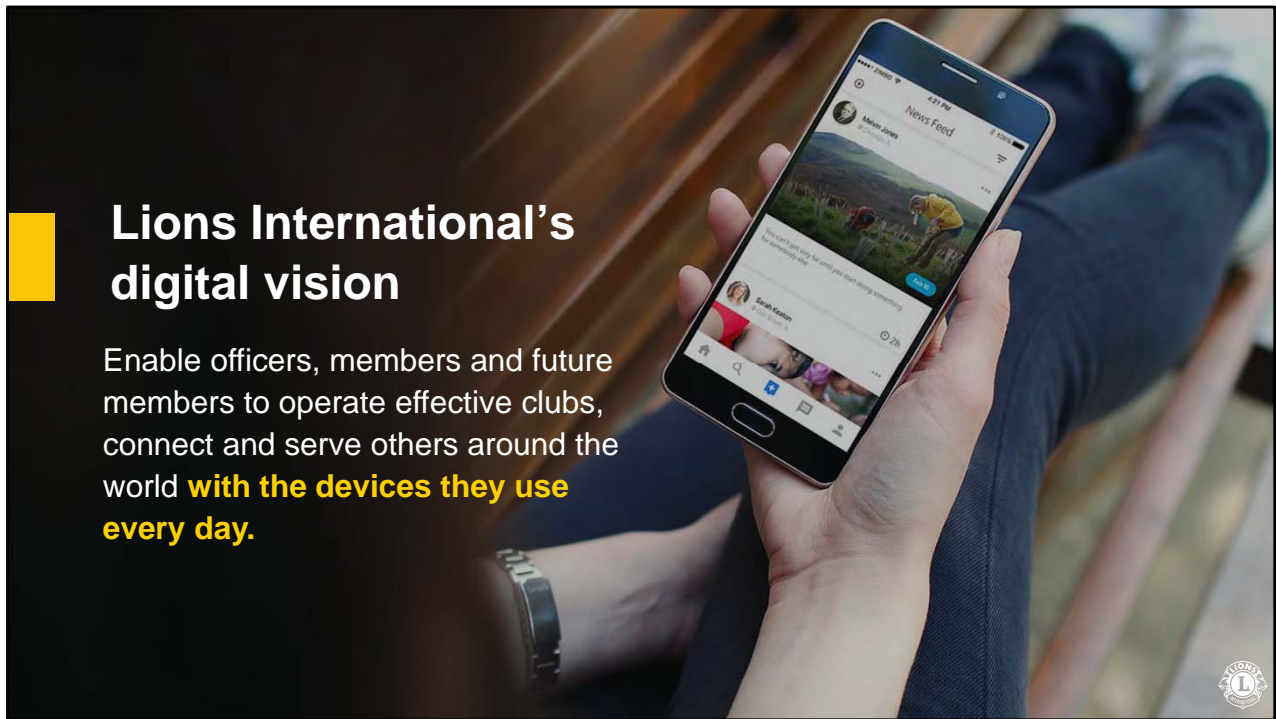


Lions want digital tools

- Lions want **the ability to connect**, regardless of physical location.
- Lions want **more access, more tools and easier reporting** for service.
- Lions want **more control** over their engagement with Lions International.

Source: Digital surveys of over 1,500 Lions from around the world, 2017.






Lions International's digital vision

Enable officers, members and future members to operate effective clubs, connect and serve others around the world **with the devices they use every day.**

This feedback led to LCI's digital vision:

“Enable officers, members, and future members to operate effective clubs, connect and serve others around the world with the devices they use every day.”



Introducing the redesigned
LionsClubs.org

Project details

Last Fall, we hired a leading digital experience agency* to rebuild LionsClubs.org and LCIF.org from the ground up.

**Hero Digital—recently named to the top ten “hottest companies” in San Francisco.*


GOALS

- Increase member retention
- Increase member acquisition
- Enhance global service impact
- Increase LCIF fundraising

The new and improved website will reshape the public face of Lions and enhance the member experience.

Last Fall, we hired Hero Digital—a leading digital experience agency based in San Francisco—to rebuild LionsClubs.org and LCIF.org from the ground up. This isn’t your typical website redesign where the images and styles get refreshed, but the underlying structure remains the same. Instead, we are completely redeveloping our website to solve some the underlying problems that our members routinely identify.

The new website will adhere strictly to our strategic goals: Increase member retention, increase member acquisition, enhance our global service impact, and increase LCIF fundraising. The summarize the impact of this redesign in one sentence, “The new and improved website will reshape the public face of Lions and enhance the member experience.”



Key milestones

- **Oct 12, 2017:** Discovery Phase Begins
- **Jan 2:** Design Phase Begins
- **Jan 12:** Platform Selection
- **Feb 12-Apr 30:** Content Development
- **May 1-July 31:** Page Production
- **Aug-Sept:** Quality Assurance
- **Oct, 2018:** Global Release

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Here is a brief overview of our process and timeline.

In October 2017, Hero Digital kicked off the Discover phase, spending the next couple months meeting with LCI/LCIF staff and Lions focus groups from around the world. They even attended a few club meetings in their community! Their goal was to learn as much as possible about our needs, strategic objectives, and our audiences before they even began to design the website.

In January, we kicked off the design phase. Also in January, we selected the new platform that our website will be built upon. This platform will empower staff to build beautiful, multi-functional, even regionalized web pages with no development experience.

Between February and April, we met with every department in the building and actually wrote all of the content for the website. In May, June, and July, we were building out those web pages on our new platform. And in August-September, we are doing extensive testing of our website with staff and Lion audiences to catch bugs and make enhancements to the website before it launches. The new website will launch in mid-October!

A new direction

- The new website will be built around the concept of **Perpetual Action**—there is always something more to learn, discover, and do.
- The website will focus on telling the story of Lions and Leos, sharing our impact, and inspiring members and prospects to take action (join, donate, serve).
- LCI and LCIF will be integrated seamlessly throughout the site.
- Access to all member resources (PDFs, DOCs, PPTs, etc.) will be centralized in the **Resource Center**, a powerful search and discovery tool.

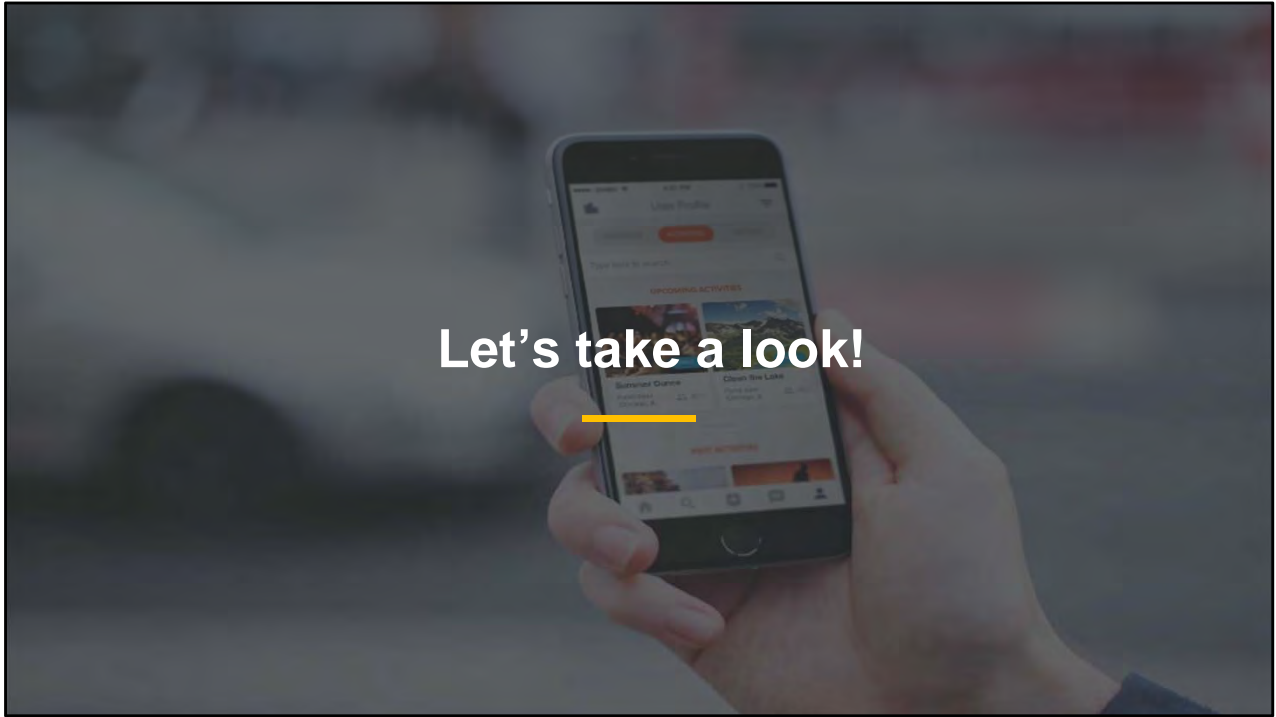
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Before we show you a couple key pages, I'd like to cover some of the guiding principles we have followed while building this website.

This is a big change for us: LCI and LCIF will be integrated seamlessly throughout the site. Instead of having two, separate sites, the Foundation will be treated to equal billing as LCI by sharing the same website (lionsclubs.org). We will still own [LCIF.org](https://lcif.org), and can use that URL for campaigns. The base URL will redirect to the LCIF landing page on lionsclubs.org.

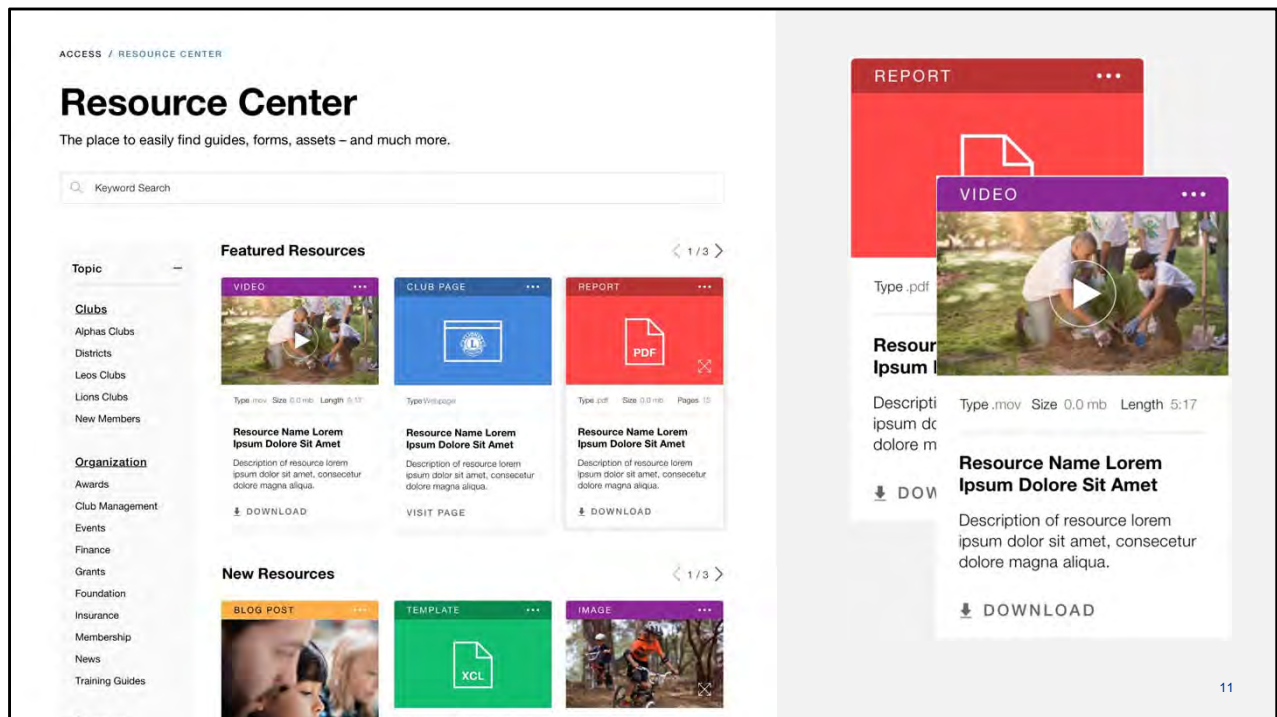
We built this website around the concept of Perpetual Action. The idea that there is always something more to learn, discover, and do. You will see that every page on the new website has many call-to-action (CTA) buttons guiding users to other areas of the site. Additionally, there are two CTA buttons (Join and Donate) that will stay at the top of the browser window as users scroll—no matter what page they are on.

Our website will do a better job of telling the stories of Lions, Leos, and their Foundation. We built a beautiful article template that we will fill with long-form editorial stories, complete with images and videos. We have also made it much easier for users to find resources on our website—this is the single most important challenge that Lions asked us to fix. Access to all member resources (PDFs, DOCs, PPTs, etc.) will be centralized in the Resource Center, a powerful search and discovery tool.





- Our new design is bold, energetic, and action-oriented.
- The first thing visitors will see is a bold brand statement: We are PROUD, We are LIONS, We SERVE.
- As you scroll, the focus shifts from member pride to our global impact.
- Two key calls-to-action—JOIN and DONATE—will always be situated in the upper right corner of the screen.



- The **Resource Center** is now the one-stop shop for all resources available to Lions: PDFs, DOCs, PPTs, videos, images, blog posts, and more!
- Unlike our current website’s search function, the Resource Center will feature a smart search tool. Every resource will be tagged according to title, type, topic, etc.
- Don’t know what you’re looking for? Use the filters on the left side of the screen to explore by subject.
- All resources are displayed as cards—just like clubs in the club locator. Each card features a proper name, short description, image, file type, file size, and a download link.

Discover
Our Story
Explore
Our Impact
Start
Your Service
Give
Your Support
Resources
For Members


LOGIN LCI# SIGN UP END

Join
Donate

EXPLORE / OUR CAUSES / BRINGING HOPE TO CAMBODIA

Korean Lions Bring Hope to a Village in Cambodia

LCIF Admin · April 23, 2018



Duis aute irure dolor in voluptate velit esse cillum nulla pariatur.

Lions Korea District 356-F

50+ Members

Lorem Ipsum Dolor
400 S. State Street
Chicago, IL 60605

VIEW CLUB

SEND EMAIL

DOWNLOAD

f
t
in
in

Community Service
YOUTH
LCIF
Service

International Events

Chung Spear Village
Siem Reap Province
Cambodia

© 2018 Lions Club (Photo: Tony Green)

The Lions of District 356-F in Korea recently received a US\$30,000 Standard grant from Lions Clubs International Foundation (LCIF).

The Lions constructed a new building which includes an additional classroom and a multi-purpose room. Lions also installed a new water well for clean drinking water. The well provides water not only for the students but for the entire village.

“three times more students are now regularly attending school after the project”

“While we were looking for a meaningful service project, one of the district cabinet members suggested that we need to participate more in worldwide service activities.

The idea was approved in the cabinet meeting and a local government official recommended Chung Spear School in Cambodia,” explains Past District Governor Sa-jo Chung. “We were told that three times more students are now regularly attending school after the project (used to be only 100 and now 300). And community members no longer need to walk four hours to get water. We were very happy to witness that so many people gathered at the well to take care of their needs as soon as it was set up.”

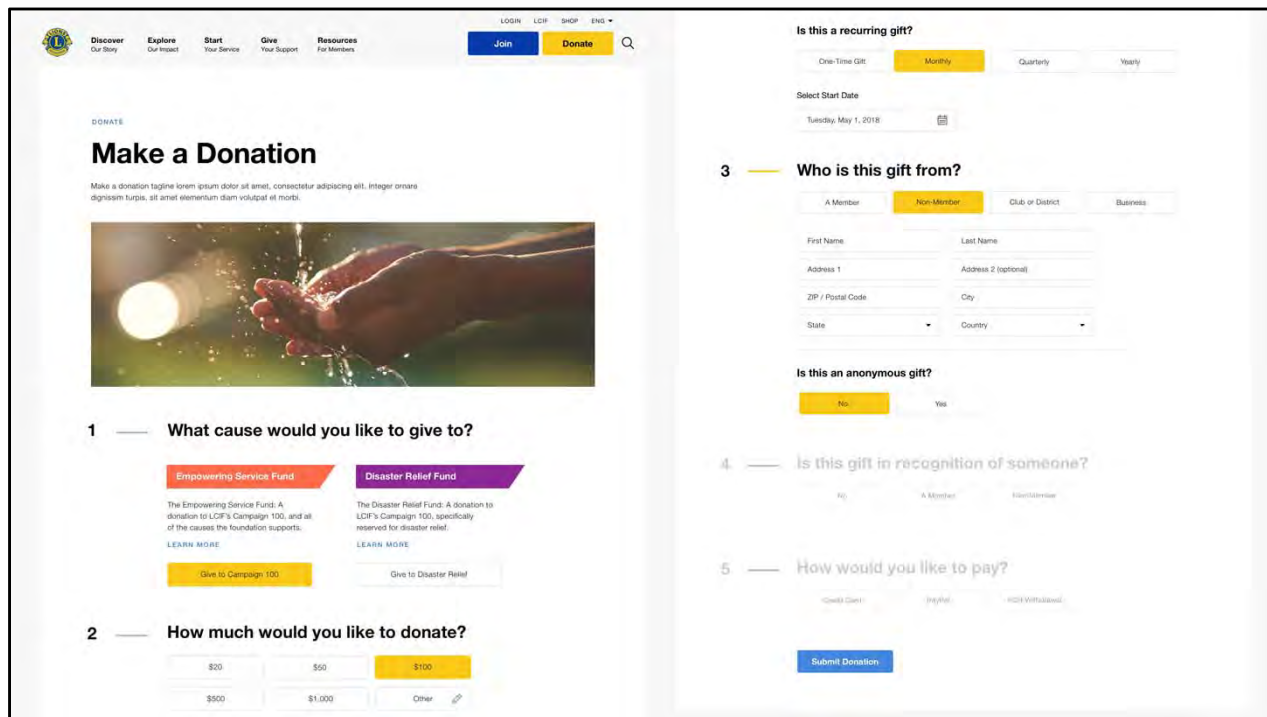




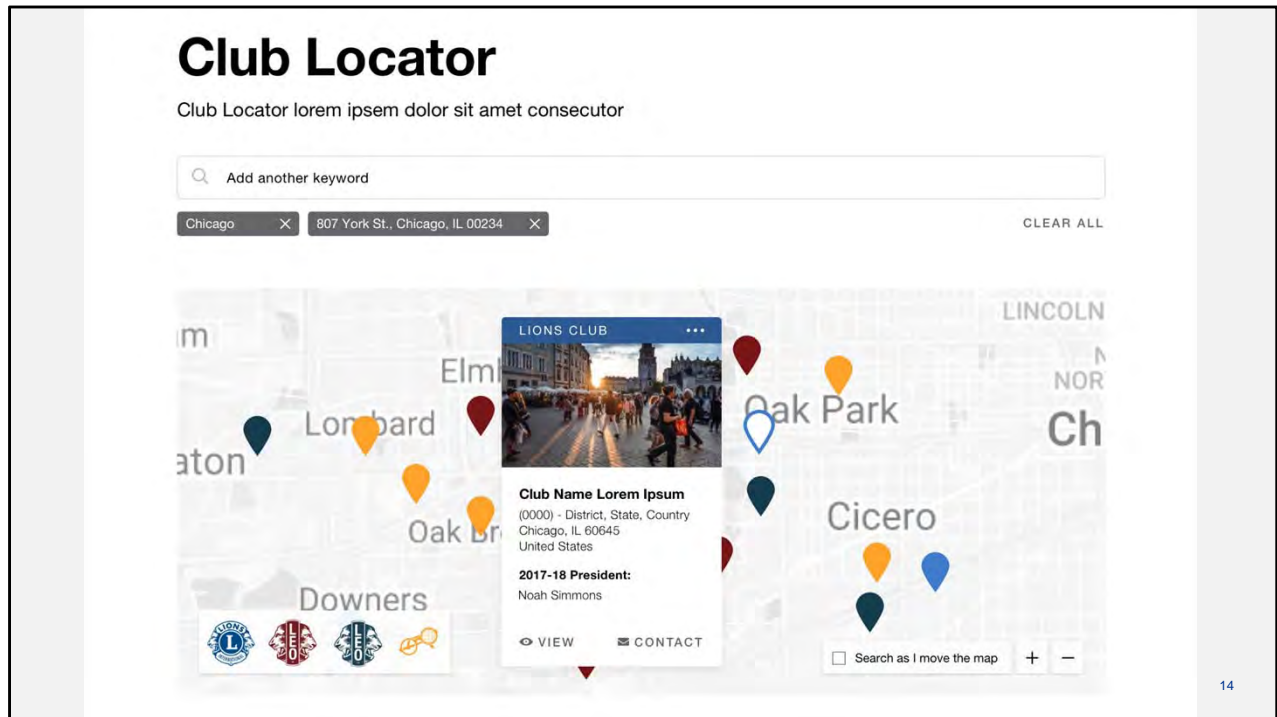
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Lions asked us to do a better job telling their stories. That’s why we devoted an entire section of the site to sharing full-length, editorial-style articles, complete with full-screen videos and high resolution image carousels.



Now we're going to show you the new donations flow! If you've ever donated to LCIF by credit card online, you have probably encountered a frustrating experience. The current donation process is seven pages long and you have to enter the same information multiple times. We have simplified the donation process to one, streamlined page that makes giving to Campaign 100 easy and enjoyable.



Another great feature of our new website is its club locator. Using the club locator you can:

- Search by club name, club type, and location (city, state, zip, country).
- Explore clubs with an interactive map that displays search results as pins

The club locator also connects to MyLion mobile and web (coming in October). Clubs using our new service platform will see the most benefit from this page!

- Club images, activities, and “About” section will all be sourced from MyLion.

REFINE BY

Type

- Lions Club
- Alpha Leo
- Omega Leo
- Eyeglass Collection Location

Language


SHOW ALL

- English
- Spanish
- French
- Italian
- Portugese
- Finnish
- Swedish
- Japanese
- Korean
- Chinese

46 Locations

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LIONS CLUB




Club Name Lorem Ipsum
(0000) - District, State, Country
Chicago, IL 60645
United States

2017-18 President:
Noah Simmons

[VIEW](#) [CONTACT](#)

EYEGLOSS RECYCLE




Lorem Ipsumem
0000 Street Name
Chicago, IL 60645
United States

Drop-off Hours:
M-F 8am-5pm, Sat 10am-6pm,
Sun 11am-4pm

[DIRECTIONS](#)

OMEGA LEO




Club Name Lorem Ipsum
(0000) - District, State, Country
Chicago, IL 60645
United States

2017-18 President:
Noah Simmons


[VIEW](#) [CONTACT](#)

EYEGLOSS RECYCLE




Business Name
0000 Street Name
Chicago, IL 60645
United States

ALPHA LEO



Club Name Lorem Ipsum
(0000) - District, State, Country
Chicago, IL 60645
United States

OMEGA LEO



Club Name Lorem Ipsum
(0000) - District, State, Country
Chicago, IL 60645
United States

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So much more

We hope you enjoyed this sneak peek at our new website!

Other features include:

- Service Launchpad—an interactive questionnaire that matches users to newly designed Project Planners.
- Redesigned prospective member flow.

Questions?

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If you have questions, concerns, or comments, contact your Global Action Team representatives or the Member Support Center. You can also join the conversation on the MyLion Support Forum on Facebook.



THANK YOU

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