

Arkansas Lions Multiple District 7 Strategic Plan



Approved: April, 27, 2018

Vision

Arkansas Lions are known as a vibrant and active service organization throughout the state and beyond, serving needs and impacting lives.

Mission

Arkansas Lions, via a collaborative effort across all Districts, will embody the Lions' Motto "*WE SERVE*" through continuing membership growth, leadership development and strategic planning.

Through the use of technology, public relations, and teamwork, Arkansas Lions will continually strive to provide service to those in need at the community and state level.

Key Focus Areas

- **Global Action Team Development**
- **Membership Retention & Growth**
- **Leadership & Organizational Development**
- **Public Relations & Marketing**
- **Technology**
- **Service**
- **Strategic Planning & Implementation**
- **Youth Involvement**
- **Financial Responsibility**

Global Action Team Development

Short term objectives/goals (0-2 yrs)

- **Build a Global Action Team (GAT) into a vibrant team that establishes a stable environment for membership, leadership, and service functions at the state, district and club levels**
- **Establish and fill the following positions at state and district level:**
 - **GAT Coordinator**
 - **GLT Coordinator**
 - **GMT Coordinator**
 - **GST Coordinator**
 - **LCIF Coordinator**

Long term objectives/goals (3-5 yrs)

- **Establish positions listed above at the club level**

Membership Retention & Growth

Short term objectives/goals (0-2 yrs)

- **State's Global Action Team (GAT) to develop membership recruitment plan which supports and expands all phases of GAT**
- **Support the achievement of 5% annual growth in state membership**
- **Support the start-up of a minimum of four (4) new clubs annually statewide thru the hosting of a New Club workshop**
- **GAT to develop plan to decrease membership losses by 10% each year utilizing such things as:**
 - **Exit interviews**
 - **Checking on missing members**
 - **Appreciation of members thru service acknowledgement and recognition**

Membership Retention & Growth

Short term objectives/goals (0-2 yrs) – cont'd

- **Develop/support a strategy for leveraging female, family and/or specialty membership opportunities**
- **Establish state level incentives for club and district achievement**
- **Support start-up of Branch clubs to assist with membership increase**

Long term objectives/goals (3-5 yrs)

- **Achieve a 15% increase in Arkansas Lions membership under the age of 40**

Leadership & Organizational Development

Short term objectives/goals (0-2 yrs)

- **State GAT to recommend maximum number of applications annually for attendance to Lions Leadership Institutes (ELLI, ALLI, Lions University, USA/Canada Forum, regional leadership forums)**
- **Support state level GAT in defining and conducting leadership, membership and service activity trainings**
- **State GAT to develop a standard by which all officers at state, district and club levels are trained**

Long term objectives/goals (3-5 yrs)

- **Annual Mid-Winter Forum contains trainings in selected GAT areas for district and club leaders**
- **All available state training programs posted on state website with instructions on how they may be accessed**

Public Relations & Marketing

Short term objectives/goals (0-2 yrs)

- **Develop a comprehensive marketing plan for the Lions of Arkansas with materials available from LCI**
- **Identify/define menu of marketing and promotion vehicles including state-wide activities (Stride, food drive, etc)**
- **Integrate PR initiatives with new technologies available for use**
- **Attendance to state events reflects a 5% increase annually**

Long term objectives/goals (3-5 yrs)

- **Arkansas Lions state level articles published in LION magazine (print and/or digital)**
- **Relationships established with media statewide**

Technology

Short term objectives/goals (0-2 yrs)

- **Establish email connectivity with all clubs (MyLCI completed with necessary info for all members)**
- **Expand usage of Lions conference calling service and Go-To-Meeting training**
- **Establish a state website team (suggest 3 members) to manage/update website**
- **Define state level strategy for leveraging social networking opportunities (Facebook, Twitter, Snapchat, etc) Use preferred way of communication for young and older Lions alike**
- **Utilize the District level Technology chairperson for updating district info and to train other Lions to assist in the effort**

Technology

Long term objectives/goals (3-5 yrs)

- **State website is regularly updated (at a minimum each month) and remains fresh**
- **Arkansas Lions have vibrant, active presence on all social media platforms**
- **State training delivered by GAT is also available electronically (eg: Guiding Lion certification, Club officer trainings, etc)**

Service

Short term objectives/goals (0-2 yrs)

- **Define areas where the Lions can provide new services (District GST heavily involved with clubs)**
- **Support establishment of new service projects within Districts (State and District GATs)**
- **DGs promote and challenge clubs and District to develop new service activities/areas**
- **Contributions to LCIF increased such that 25% of clubs are donating**

Long term objectives/goals (3-5 yrs)

- **Arkansas Lions contributions to state projects shows net 20% increase in people served**
- **Lions services expanded into new areas – State GAT involved heavily w/input from District level GATs**
- **All clubs in the state are donating to LCIF with 5% of its members making personal donations**

Strategic Planning & Implementation

Short term objectives/goals (0-2 yrs)

- **Review state strategic plan annually, update as necessary**
- **State GAT is responsible for managing the plan**

Long term objectives/goals (3-5 yrs)

- **Review plan implementation progress on quarterly schedule**
- **Achievement of 50% of goals/objectives defined within the plan**
- **Provide regular reporting of plan execution progress at Council of Governors meetings**
- **Strategic Plan is a “living document” that is reviewed and updated annually**

Youth Involvement

Short term objectives/goals (0-2 yrs)

- **Support the start-up of 4 new Leos clubs or Campus clubs statewide**
- **Define & roll out programs aimed at involving youth**
- **Develop a plan to support Lions Peace Poster Contest and/or Lions Youth Exchange**
- **Insure every club holds a Liberty Day event in their local school(s) annually**

Long term objectives/goals (3-5 yrs)

- **MD-7 has a minimum of 10 new Leo/Campus clubs**

Financial Responsibility

Short term objectives/goals (0-2 yrs)

- **GAT to define state level fundraising events/activities**
- **Insure all state events are funded in accordance with the MD7 Constitution and State Events Committee**
- **Grants for LCI and LCIF encouraged for districts and clubs. All LCIF grant applications are to be approved by the state LCIF Coordinator**

Long term objectives/goals (3-5 yrs)

- **GAT is to establish financial goal for state membership dues structure showing reduction/increases one fiscal year in advance of when adjustments are required**