

Arkansas Lions Multiple District 7 Strategic Plan



Adopted - May 18, 2012

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

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

Membership Retention & Growth

Short term objectives/goals (0-2 yrs)

- **Achieve net 10% increase in overall state membership annually**
- **Support the start-up of a minimum of 5 news clubs per year statewide**
- **Decrease membership losses by 10% a year**
- **Develop & support a strategy for leveraging Family membership opportunities**
- **Define state level incentives for club and District achievement of membership goals**

Long term objectives/goals (3-5 yrs)

- **All Districts achieve membership exceeding 1250 by 2017**
- **20% increase in Arkansas Lions membership under the age of 40**

Leadership & Organizational Development

Short term objectives/goals (0-2 yrs)

- **Develop a state level leadership succession plan**
- **State submits maximum number of applications per year for attendance to Lions Leadership Institute**
- **Support state level GLT Coordinator in defining and conducting leadership trainings**

Long term objectives/goals (3-5 yrs)

- **Rolling state level leadership “bench” extends out 3 yrs into the future**
- **Lions Leadership Institute training is conducted within the state**
- **All available leadership training programs are accessible via state website**

Public Relations & Marketing

Short term objectives/goals (0-2 yrs)

- **Establish a state level Public Relations team**
- **Support the PR Team in the development of a comprehensive marketing plan for the Lions of Arkansas**
- **As input to the marketing plan, identify/define menu of marketing and promotion vehicles**
- **Integrate PR initiatives with new technologies**
- **Attendance to state events reflects a 10% increase annually**

Long term objectives/goals (3-5 yrs)

- **Arkansas Lions state level articles published in LION magazine**
- **Relationships established with media statewide**
- **The Lions of Arkansas “story” is regularly shared across the state**

Technology

Short term objectives/goals (0-2 yrs)

- **Establish email connectivity with all clubs**
- **Expand usage of Lions conference calling service**
- **Migrate state website to new, more user-friendly host**
- **Establish a state website team to manage/update website**
- **Define state level strategy for leveraging social networking opportunities (Facebook, Twitter, etc)**

Long term objectives/goals (3-5 yrs)

- **State website is regularly updated and remains fresh**
- **Arkansas Lions have vibrant, active presence on Facebook or other social media**
- **50% of state training is available via electronic means**

Service

Short term objectives/goals (0-2 yrs)

- **Define areas where the Lions of Arkansas can provide new services**
- **Support establishment of new service projects within Districts**

Long term objectives/goals (3-5 yrs)

- **Arkansas Lions contributions to state projects shows net 20% increase**
- **Lions services expanded into new areas**

Strategic Planning & Implementation

Short term objectives/goals (0-2 yrs)

- **Develop a strategic plan for the Lions of Arkansas**
- **Establish a state chair responsible for managing the plan**
- **Review plan implementation progress on a defined schedule**

Long term objectives/goals (3-5 yrs)

- **Achievement of 75% of goals/objectives defined within the plan**
- **Provide regular reporting of plan execution progress**
- **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 10 new Leos clubs statewide**
- **Develop a plan to support rollout of Lions Quest program**
- **Define & roll out programs aimed at involving youth**

Long term objectives/goals (3-5 yrs)

- **Lions Quest programs in place in 10 school districts**
- **MD-7 includes 20 Leos clubs**

Financial Responsibility

Short term objectives/goals (0-2 yrs)

- **State level financial reports posted to state website each quarter**
- **Define state level fundraising events/activities**
- **Insure all state events are self funded**

Long term objectives/goals (3-5 yrs)

- **Establish state fund to provide interest free loans to clubs facing LCI financial suspension**
- **Arkansas Lions financial info is available to all members**