



## **LCI FORWARD**

**Strategic Plan:  
2015-16 to 2019-20**

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# Strategic Goals 2016-2020

## Primary Goal:

- To respond to growing needs worldwide, our primary goal is to improve the lives of at least 200 million per year (by '20-21) through humanitarian service – tripling our impact.

## Supporting Goals:

- Develop an updated global service focus to launch in June 2017
- Become the best-known brand for voluntary service across the world.
- Achieve best-in-class services to members, clubs, districts and the association.
- Develop new and innovative ways to engage people in humanitarian service
- Enhance the value of being a Lion by continually expanding member benefits, leadership training, and member services.



# Four Areas of Focus – Strategy ‘Wheel’

Four frames  
through which to  
view our strategic  
aims



Provides a  
framework for  
action plans



# Four Areas of Focus

4 Overarching  
Major Strategic  
Initiatives

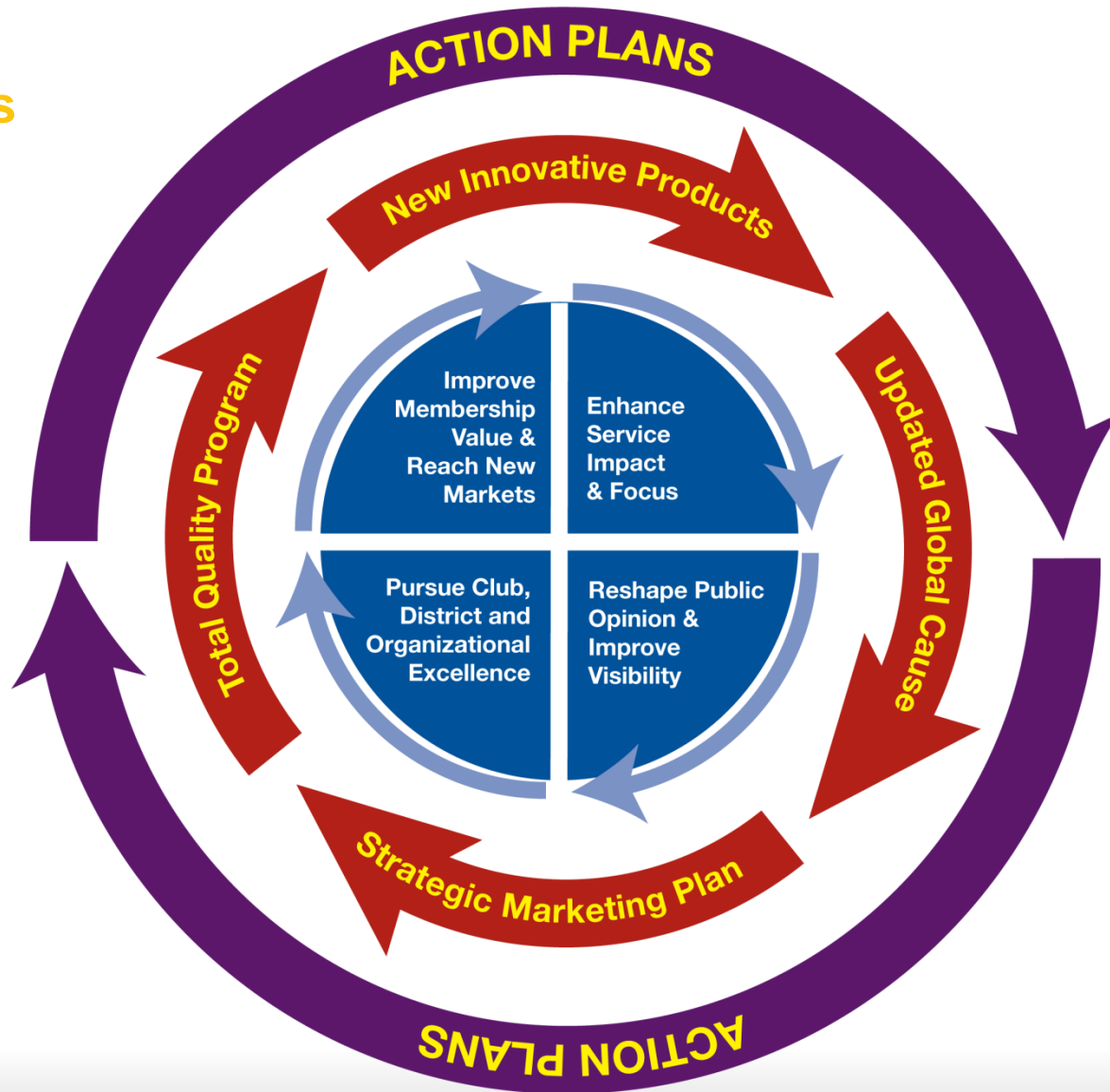


Provide the foundation  
for initial steps



# Four Areas of Focus

It all comes together



# Overarching Strategic Initiatives

## 4 major initiatives lay the foundation for moving LCI Forward

- Launch an updated **Global Humanitarian Cause** by the 2017 Centennial Convention (Service Program Assessment)
- Implement a **Strategic Marketing Plan** to enhance public appeal
- Strengthen Clubs and Districts Worldwide through a comprehensive **Quality Improvement Program**
- **Develop New Products and Innovations** that allow more people to engage in service through LCI



# LCI Forward: **UPDATE**

- Began January 2015, to be finalized by June 2016
- **ENGAGING ALL: Lions & staff**
- **FINAL PLAN:**
  - Guide LCI for next 5 years; provide consistent focus
  - Straight forward, clear plan belonging to ALL Lions





# Status: WHERE ARE WE?

2015/16

2016/17

2017/18 and beyond



- External trend analysis
- Assess strengths/ weaknesses
- Formulate areas of focus
- Draft bold goals
- Validate goals
- Develop action plans
- Feedback at Forums
- Final approval at LRP meeting in June

- Draft individual strategic plans
- Develop programs to roll-out

- Launch





**4 focus areas.  
A deeper dive!**



# Area – Service Impact & Focus

- **Service Assessment Project** completed. Feedback from 50,000+ Lions worldwide.
- **Diabetes** selected as a main signature cause for next 5-10 yrs. 640 million affected by 2030. Awareness/education, screening programs and expanding treatment critical to stopping this disease.
- **Broader Service Framework** underscores commitments to Vision, Hunger, Environment, and Cancer.
- **Youth and children** a commitment in all areas of Lions service.
- Goal: serving 200 million per year

**Enhance  
Service  
Impact &  
Focus**

**How should our  
humanitarian service  
evolve?**



# Area – Reshape Public Opinion & Improve Visibility

- **Strategic Marketing Plan**
  - Culturally Relevant
  - Audience Focused
  - Traditional and Digital Campaigns
- **Digital Integration**
  - Lion Magazine
  - App Development
  - Social Media
- **Marketing Analysis and Automation**
  - Market Research
  - Improved Data
  - Segmentation

**Reshape  
Public  
Opinion &  
Improve  
Visibility**

**What are the best and most creative ways to promote Lions' brand?**



# Area – Club, District, and LCI Excellence

## Total Quality Program

- Club Excellence
  - Your Club Your Way
  - Blueprint for a stronger club
  - Club Quality Program
- District excellence
  - Service Focus
  - Leadership Development
  - Teamwork
  - Support
- Organizational Excellence
  - LCI Finance Forward
  - Optimization
  - Innovation

**Pursue Club,  
District and  
Organizational  
Excellence**

**How do we better serve  
better serve clubs and  
districts and the world?**



# Area – Improve Membership Value/Reach New Mkts

## Improve Membership Value

- Enhance the member experience
- Promote the value of membership to attract more people

## Reach New Markets

- Youth, Women, New and Emerging Countries, Specialty Clubs,
- Pilot programs to attract the new breed of 'episodic' volunteers

**Improve  
Membership  
Value &  
Reach New  
Markets**

**What are the primary needs of our current and future members?**





**Q&A**

# Thank You

Help LCI move forward

