



**Lions Clubs
International**



**Build A Vision
For Your Club**





Our International Vision

VISION. To be the global leader in community and humanitarian service.

MISSION. To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

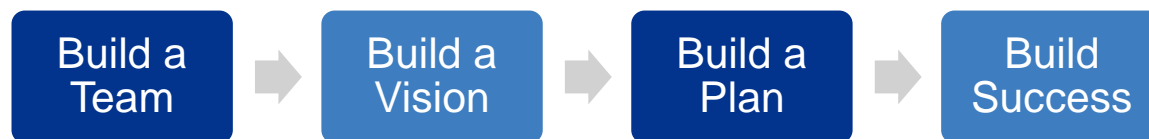
Developing your Club's Vision

It starts with you and your club.

EXPECTATIONS

- ▶ What are the expectations of being a Lion?
- ▶ What do club members expect from their club officers?
- ▶ What do club officers expect of their members?

Build your Vision



- 1 Build a Team of Leaders
- 2 Build a Vision, assess needs and set goals
- 3 Build a Plan to achieve our goals
- 4 Build Success



Build a Team of Club Leaders

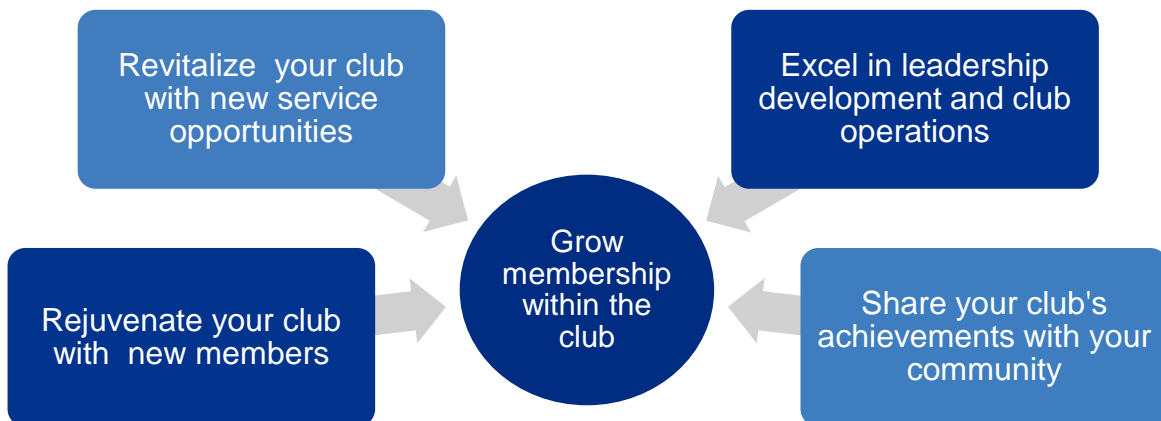
Current Leaders: Identify who can carry out and lead the development of the strategy.

Future Leaders: Include Lions who can serve as future leaders.

Members: To gain a full perspective of your club's needs. Look for a cross section of members who represent the club or in smaller clubs involve as many members as possible (established members, new members, young Lions, professionals) and conduct a SWOT Analysis.

Assess Needs

Grow membership within the club. Consider these objectives in the four main areas:



1. REJUVENATE YOUR CLUB WITH NEW MEMBERS:

- What opportunities exist to expand membership?
- What is your membership recruitment plan? Do you have a club membership chairperson?
- Does the club conduct meaningful inductions and provide effective orientation?
- Are members encouraged to sponsor new members? Are they recognized?



2. REVITALIZE YOUR CLUB WITH NEW SERVICE OPPORTUNITIES:

- Are the club's service projects relevant to current community needs?
- Are members enthusiastic and actively involved in service projects?
- Is club leadership receptive to members' ideas for new service ideas?
- Does the club have a "signature project"?
- Does your club have a club service chairperson?

3. EXCEL IN LEADERSHIP DEVELOPMENT AND CLUB OPERATIONS:

All Club Officers

- Do club officers participate in training for their position?
- Do officers and members attend zone or region meetings?
- Are meetings and events effectively planned and managed?

All Club Members

- Are members encouraged to take leadership positions?
- Do members regularly attend and participate in club functions?
- Does the club operate according to the LCI Code of Ethics?
- Do you need to reconsider the format of club meetings?
- Are members invited to share their ideas – so they know their input is valued?

4. SHARE YOUR CLUB'S ACHIEVEMENTS WITH YOUR COMMUNITY:

- Is the club active on social media (Facebook, Instagram, Twitter)?
- Does your club have an e-Clubhouse or website?
- Are club members informed about club issues and events?
- Does your club have a club marketing communications chairperson?
- How are you keeping the public informed of your events?

Resources to help **ASSESS**

[Club Health Assessment](#)

[Club Health Assessment Strategies](#)

[Club and Community Needs Assessment](#)

[The Service Journey](#)

[Marketing Communications Guide](#)

[Your Club, Your Way!](#)

[Club Quality Initiative](#)

[Membership Chairperson Guide](#)

[Just Ask!](#)

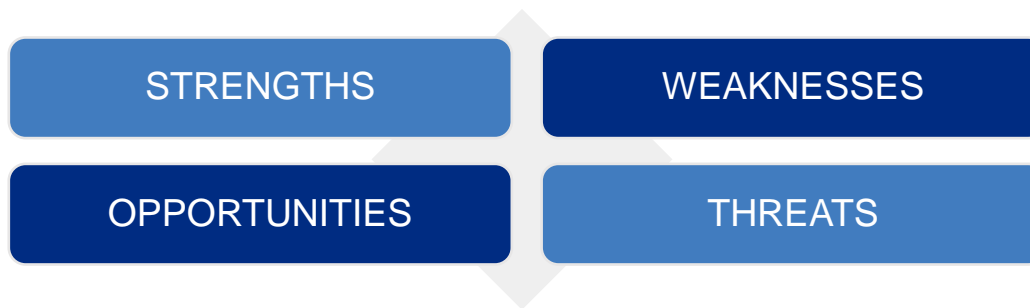
[Membership Satisfaction Guide](#)

TIP: Consider using the [Club Quality Initiative](#) to assess the needs of your members. The assessment will help gauge your success in the area of service opportunities, membership development, club operation and marketing efforts and provides tools to improve in each area!



Build A Vision, Assess Needs and Set Goals

From the SWOT Analysis, identify needs and strategize goals to address the needs.



STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (S.W.O.T.) The path to club improvement leverage your strengths, manage your weaknesses, take advantage of opportunities and minimize impact of threats.



Leverage our Strengths

What exists or is currently being done well?



- _____
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Manage our Weaknesses

What exists or is currently being done that can be improved?



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Take Advantage of Opportunities

Where does your club have opportunities to expand your service impact by engaging volunteers?



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Minimize Impacts of Threats

What's happening outside your club which may impact your success?



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ESTABLISH GOALS based on the findings of your assessment. An effective plan will include strategic goals that are specific, measurable, attainable, and realistic. Goals can be short-term and achieved during the year, or long-term and take years to achieve. Consider planning a goal-setting event, where all club members can contribute to developing priorities and establishing goals. Getting the members involved in the process is the first step in building alignment and generating enthusiasm throughout the club for accomplishing identified goals.

Need more help to establish goals? Take the online [Goal Setting Course](#) on the Lions Learning Center to familiarize yourself with the concepts of effective goal setting and action planning.

Make sure your club goals are **SMART**:

SPECIFIC – A specific goal has a much greater chance of being accomplished than a general goal. You will have more focus if your objective is clear.

MEASURABLE – When you measure your progress, you stay on track, meet your target dates and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goal. If you can't measure it, you can't manage it.

ACTIONABLE – Make sure you have some control over the accomplishment of your goal. If there is nothing you can do, you won't succeed.

REALISTIC – Goals should be challenging but not so much that there is no chance of achieving them.

TIME BOUND – Set a timeframe for the goal: next week, in three months, by the end of the year. Putting an end point on your goal gives you a clear target toward which to work. Record the goals that your club will pursue to enhance its value to the community and to club members below (use additional pages as necessary).



Goal Statement Form

Club Name: _____

District: _____

Rejuvenate Your Club with New Members

Revitalize Your Club with New Service Opportunities

Excel in Leadership Development and Club Operations

Share your Achievements with your Community

Resources to help **ESTABLISH GOALS**

[Goal Setting On-Line Course](#)

[Goal Statement Form](#)

[Club Excellence Award](#)

[LCI Website](#)



Build a Plan to Achieve Our Goals

DEVELOP YOUR ACTION PLAN by outlining the steps you will take to achieve your goals.

This step outlines how the goal will be achieved (action steps), when each step will be completed, who will be responsible for the step, and how you can determine each step has been completed. The Action Plan Worksheet is a tool you can use as you develop a plan to achieve each goal. Together, the plans for each goal comprise your *Vision*.

ACTION PLAN WORKSHEET

WHAT? (Goal Statement): _____

HOW? (Action Steps): _____

WHEN? (Deadline for Completion): _____

WHO? (Person(s) Responsible for Action): _____

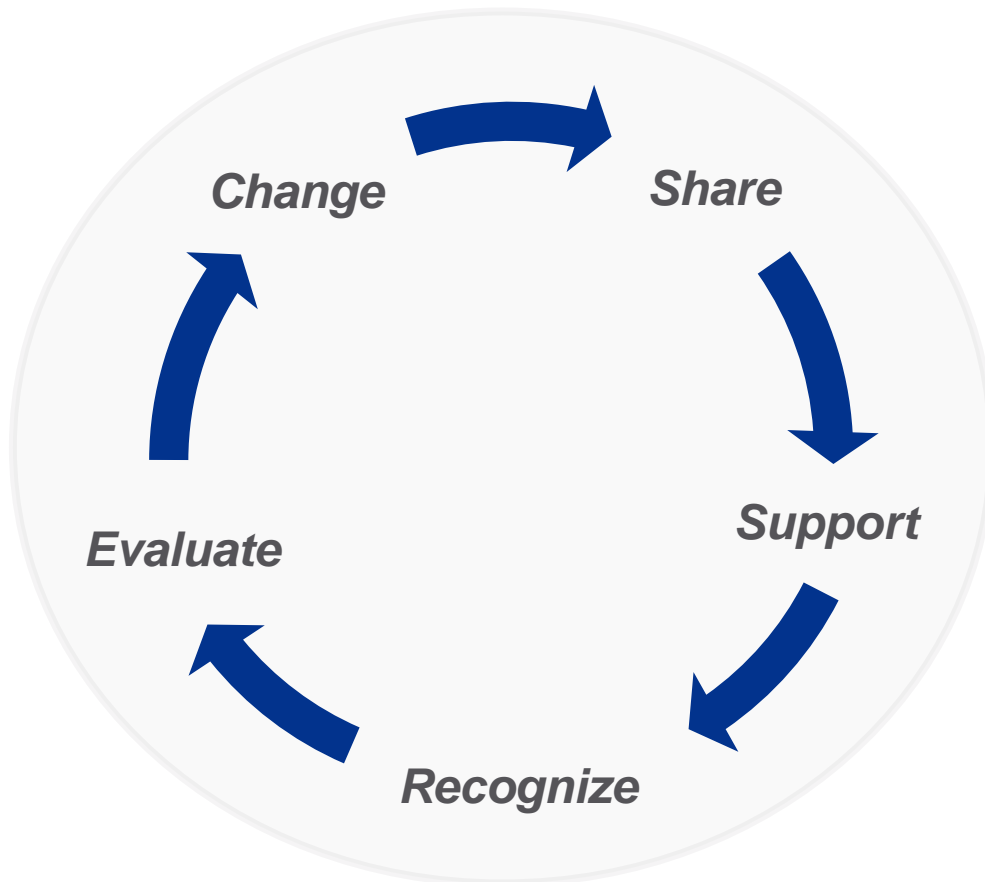
HOW WILL YOU KNOW? (How Will You Know It's Accomplished): _____



Build Success

IMPLEMENT THE PLAN, measure success and don't forget to celebrate!

Congratulations on Building Your Vision. Your investment in developing a clearly defined vision will be well worth the effort, as long as this plan is implemented!



To be successful:

- **SHARE** your club's Vision with all club members so that they are aware of what the club wants to achieve, along with their role in achieving club goals. It is very important to the health and vibrancy of any club that its members feel connected to the club's success.
- **SUPPORT** the members committed to the plan by ensuring they have the resources they need to succeed. Leaders should check in with members to make sure they feel supported and receive the guidance they need.
- **RECOGNIZE** milestones so members feel valued and know they are moving in the right direction. Every journey was started with a single step. Reassure members frequently to keep them motivated and engaged. Don't keep your success a secret! Share the success with your community to get like-minded (and prospective members) involved!



- **EVALUATE** the plan. It is also critical to evaluate your plan on a regular basis. As circumstances change, your plan may require revision. The creation of the initial Vision is just the beginning. Keep it alive and relevant by measuring progress and gathering feedback from club members on a routine basis. This is how you will realize your desired results.
- **CHANGE** the Plan. Don't be afraid to change the plan as opportunities change to keep the plan relevant. Regularly revisit the plan, assess needs and refine action steps. Keep plan members involved in decisions so they stay involved and committed.

Remember to Celebrate

The [LCI Store](#) is an easy way to order certificates, plaques and more to celebrate. If you have further questions regarding club supplies, please email orderdetails@lionsclubs.org.



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