



**Lions
International**



Plan for Your Club's Success!
(Global Membership Approach)



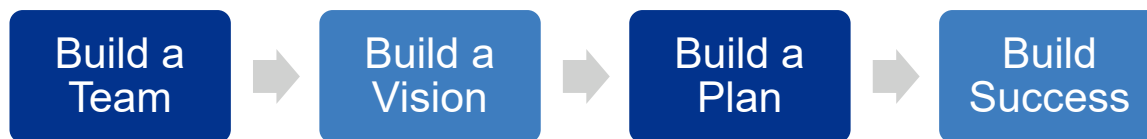


Coming together is a beginning. Keeping together is a progress. Working together is success.

- Henry Ford

Global Membership Approach for Clubs

Congratulations on taking your first step to move your club in a dynamic new direction using the Global Membership Approach. This is not a new program, but a process, to help you discover new talent, face your club's challenges, and develop new strategies. The process is designed to not only grow your club...but to inspire new ideas, truly engage your membership (improving retention) and empower current and potential club leaders to lead.



- 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



1 Build a Team of Leaders

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

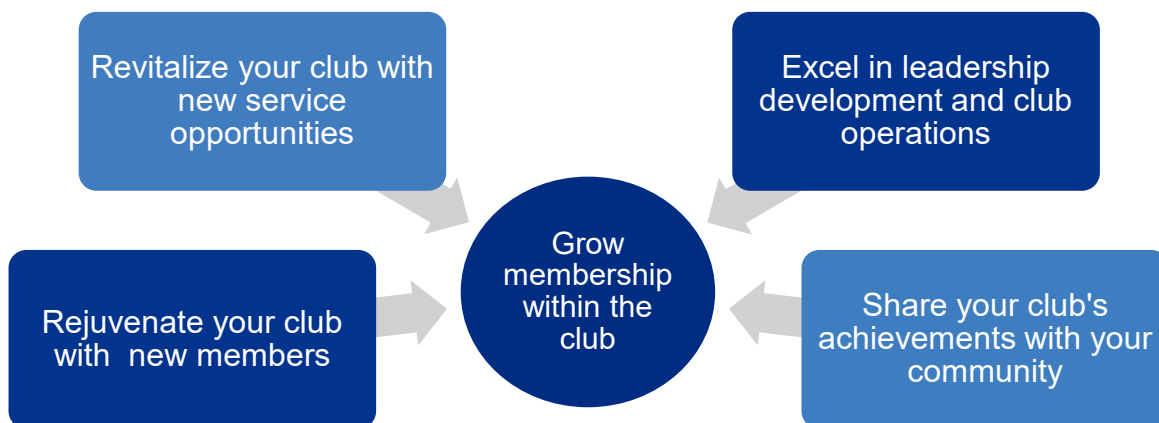
Future Leaders: Include Lions who can serve as future leaders. Lions who have held leadership positions, who can provide insight, support and are interested in the future of the club.

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) to both understand their needs and engage their talent.

2 Build a Vision, Assess Needs and Set Goals

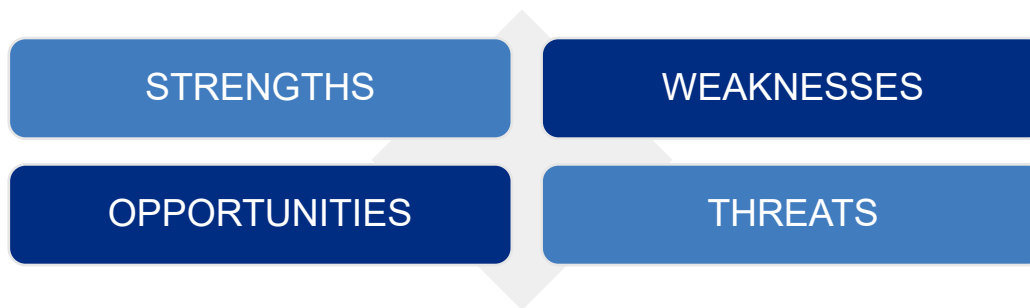
As Lions, we naturally have vision.....This provides a tested process to share your vision, collectively discover new opportunities and develop common goals.

It starts with you and your club. Consider these objectives in the four main areas:





Use the SWOT Analysis to identify needs and strategize goals.



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.

For more information on SWOT visit Learn in your [Lion Portal](#) and review the Introduction to SWOT Analysis.

Here are a few sample questions to start the club's conversation.

1. REJUVENATE YOUR CLUB WITH NEW MEMBERS:

- What opportunities exist to expand membership?
- What do we need to do to better recruit members?
- Why are members not joining our club?
- Why do people join our club?

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?
- Do our service projects attract new members?

3. EXCEL IN LEADERSHIP DEVELOPMENT AND CLUB OPERATIONS:

- Do club officers participate in training for their position?
- Are members encouraged to take leadership positions?
- Do members regularly attend and participate in club functions?
- Do you need to reconsider the format of club meetings?

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?
- How are you keeping the public informed of your events?
- Do we include welcoming messaging that encourages people to join?



Leverage our Strengths

What exists, or is currently being done, well in the categories below?

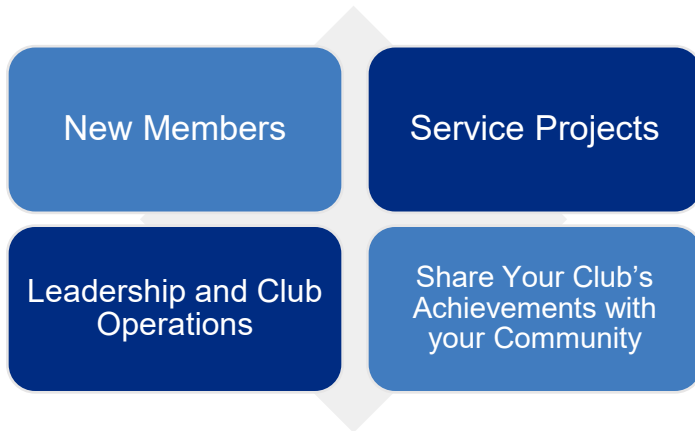


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Manage our Weaknesses

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

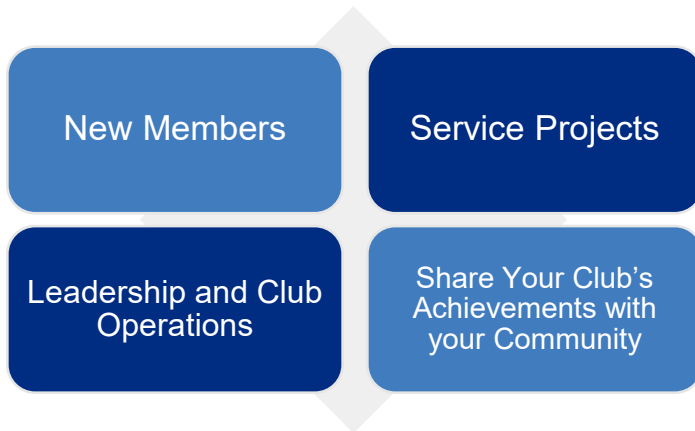


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Take Advantage of Opportunities

Where does your club have opportunities to recruit members and expand its 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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Need Ideas? Check out the following resources

[Club and Community Needs Assessment](#): An interactive tool that will help you reflect on the club's service and discover new ways to impact your community.

[Your Club, Your Way!](#): Helps clubs customize their meetings to better suit the needs and lifestyles of their members. It includes a simple, fun exercise to help determine which elements of the club's meeting to keep and what to change, as well as a process for phasing in change!

[Club Quality Initiative](#): A strategic planning tool to help clubs identify opportunities for improvement. By understanding the club's current operations and identifying areas that may be improved and taking measured steps to accomplish their goals, each club can be even better!

[Membership Chairperson Guide](#): Outlines the roles and responsibilities of a club membership chairperson and provides practical guidance of recruiting and retaining members.

[Membership Satisfaction Guide](#): Outlines a three-step process to help improve satisfaction among your club members and provides some tips for common barriers to member satisfaction.

[Just Ask! New Member Recruiting Guide](#): Designed to guide your club through the process of recruiting new members and effectively manage club growth.

[The Service Journey](#): It encompasses four simple phrases: Learn, Discover, Act and Celebrate. We love these words because they transcend organizational formulas. They **encompass** the essence of Lions and Leos. If the past 100 years have taught us anything, it's that as we serve, we grow and we were never meant to stop. Service is our journey. Let's explore it together.

[Marketing Chairperson Webpage](#): Includes tips for working with various media channels, ideas of how to make your message newsworthy and access to resources offered by Lions International that can be used by local clubs.

[Club Health Assessment](#): helps track membership growth, reporting trends and the overall health of clubs by each district.

[Club Health Assessment Strategies](#): Suggested strategies to improve club membership, reporting, leadership succession and keep the club in good status.



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.

As you establish your goals, share them with your zone chairperson and other district leaders.

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 specify what should be completed by: 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

District: _____ Club Name: _____ Club Number: _____

Rejuvenate Your Club with New Members: _____

Rejuvenate 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](#)

[Lions International Website](#)



3 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 *Success*.

Make a copy of this form and complete one for each goal.

ACTION PLAN WORKSHEET

WHAT? (Goal Statement): _____

HOW? (Action Steps): _____

WHEN? (Deadline for Completion): _____

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

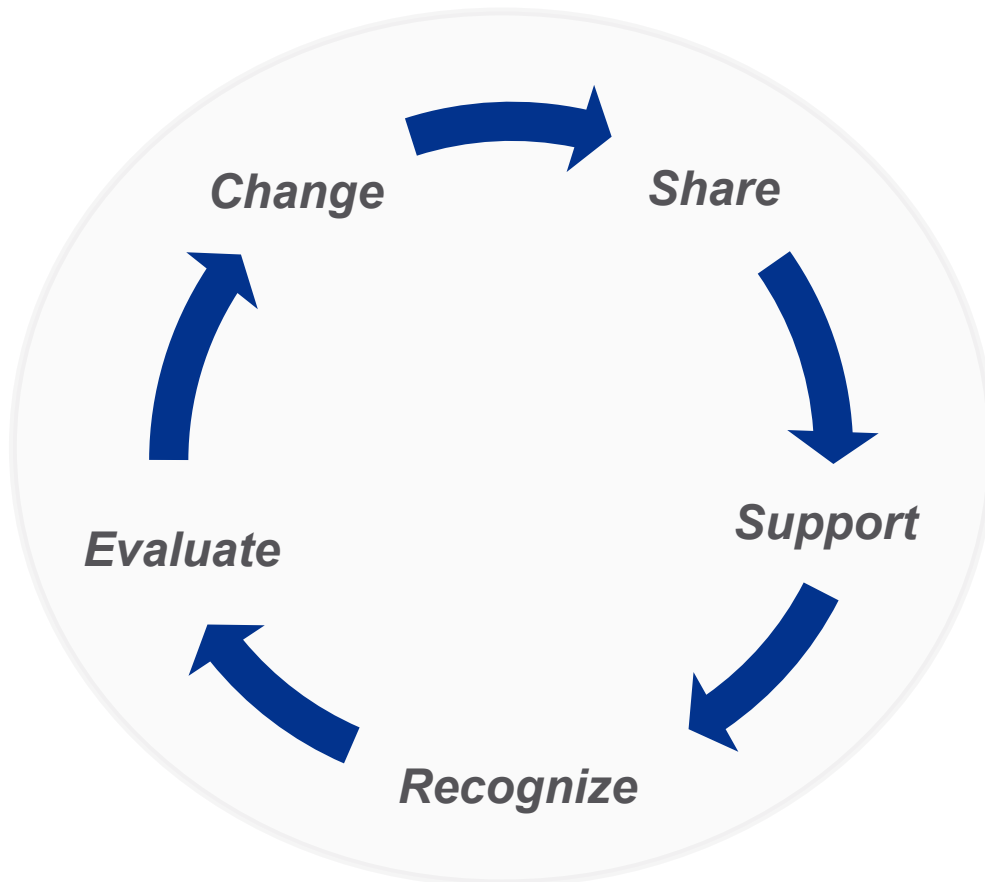
HOW WILL YOU KNOW? (How Will You Know It's Accomplished): _____



4 Build Success

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

Congratulations on Planning Your Success. 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 along with their role in achieving club goals so that they are aware of what the club wants to achieve. 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 [Lions Shop](#) 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.

How will you celebrate? _____



Notes





Lions International

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