

**LONG RANGE PLAN
FOR
MD 34 ALABAMA LIONS
2015-2026**

MOVING ALABAMA LIONS FORWARD

A PLAN FOR A DECADE OF PROGRESS

LONG RANGE PLANNING COMMITTEE (2015-16)

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Background

The oldest Lions Clubs in Alabama, Birmingham Lions Club, Mobile Lions Club and Montgomery Lions Club, were formed in 1922. Since that time, the Lions of Alabama have grown to currently serve 140 communities. Since 1925, the objective of the Lions of Alabama has been to respond to the challenge of Helen Keller to eradicate all treatable and preventable blindness. However, in recent years, many clubs have expanded their focus to include serving a variety of needs within their community, including, but not limited to, waging war on hunger, protecting the environment and becoming the champion of children.

Lions Clubs International was formed in 1917. As we conclude the first century of service, the Lions of Alabama are committed to developing a plan of action to address the ever growing needs within our borders.

Vision Statement

To be the global leader in community and humanitarian service.

Mission Statement

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

Pathway to Success



The Long Range Planning committee has engaged Lions in each district in a discussion of strengths, weaknesses, opportunities and threats. Additionally, the committee ask each district to describe the Lions of Alabama in 2025-26. From the data collected and attached hereto in Exhibit A, the committee has categorized the ideas in four main areas of emphasis:

1. The Lions of Alabama in the next decade need to return to their original mission – SERVICE.
2. For the Lions of Alabama to provide greater SERVICE, we must engage our current members, as well as, engage additional volunteers.
3. Engaged members will develop into members who are aligned or connected to our vision/mission. Therefore the natural progression is that engaged members will begin to develop greater partnerships with other humanitarian organizations in an effort to improve the quality of life for all.
4. The process can only be successful when we improve communications both internally and externally.

An invitation was issued to the Council of Governors, Past International Officers, all Committee Chairs and Vice Chairs to meet with the Long Range Planning Committee to establish bench marks, to be used during the next decade to measure our success and growth as we become a more effective and engaged group of volunteers, who seek to serve.

Benchmarks

- 1. By 2025-26, the Lions of Alabama will be serving over 300,000 people annually.**
- 2. By 2025-26, the Lions of Alabama will have 5653 members in 193 clubs.**
- 3. By 2025-26, each Lions Club will have developed a “Signature Service” project which connects directly to the community and meets a pressing need.**
- 4. By 2025-26, the Lions of Alabama will have improved the way we communicate within our association; as well as, will have engaged the services of a Public Relations Specialist to improve our external communications.**

Once the Long Range Plan is adopted by the delegates at the Annual Convention, each committee will be challenged to develop action plans to assist the Alabama Lions in reaching and exceeding the benchmarks established herein.

Roles and Responsibilities of each Committee (To be developed and added to the plan no later than December 31, 2016)

Global Membership Team

- 1) Service –
- 2) Engage
- 3) Connect
- 4) Communicate

Global Leadership Team

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Leo

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Youth Opportunities

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Awards

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

C & Bylaws

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Finance & Operations

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Resolutions & Rules

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Credentials

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Election

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

All Star Band

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Pin & Banner

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Historical

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

IT

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

International Convention

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

LCIF

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Long Range Planning

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Necrology

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Diabetes Awareness

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Newsletter

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Public Relations

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

MD34 Convention

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

MD34 Leadership Conference

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

ALHSLF

- 1) Service
- 2) Engage
- 3) Connect
- 4) Communicate

Global Service Team

- 1) Service – Work with Clubs to increase reporting from 58% to 80%
- 2) Engage – Promote the concept that each club should host four Hands-On service projects per year to aid in retention of members.
- 3) Connect – Continue to encourage all clubs to connect with their community through Legacy Projects.
- 4) Communicate – Work with the Public Relations Committee to encourage clubs to publicize their activities through all media channels.

Annual Targets and our Smart Goals

	Individuals Served	Clubs	Members	% Clubs with Signature Proj
2015-16	100,000	139	3350	5
2016-17	120,000	145	3575	10
2017-18	140,000	150	3800	20
2018-19	160,000	155	4040	30
2019-20	180,000	160	4281	40
2020-21	200,000	165	4525	50
2021-22	220,000	170	4775	60
2022-23	240,000	175	5025	70
2023-24	260,000	181	5275	80
2024-25	280,000	187	5558	90
2025-26	300,000	193	5653	100

Schedule of Review and revision of Long Range Plan.

Review progress toward the benchmarks quarterly

Assist each committee to develop a plan of action to drive Alabama Lions toward the benchmarks

Annually revise the plan and extend it for an additional year.

Exhibit A
LONG RANGE PLANNING
RAW DATA
2015-16

Key words in Mission Statement and Vision Statement

Responses from 34A

- Volunteer *
- Serve
- Needs
- Encourage*
- Humanitarian
- Empower
- Promote

Responses from 34B

- Membership
- Volunteers
- Service
- Encourage
- Empower
- Leader
- Understanding
- Promote
- Needs

Responses from 34C

- Empower
- Serve
- Community *
- Humanitarian
- Peace
- Promote
- Volunteer *

What expectations do we have for Clubs?

Responses from 34A

- Growth
- Service
- Understanding of community and needs
- Membership retention
- Community needs assessment
- Respect/encourage members
- Fun
- Participate in LCIF and State Projects
- Participate Beyond club level
- Provide leadership to district offices
- Leadership Development
- Road Signs
- Team work
- Commitment

Responses from 34B

- Teamwork
- Commitment
- Enthusiastic
- Pride
- Knowledge
- Partners
- Attendance
- Fun
- Focus
- In touch
- Membership Growth
- Friendship
- Retention

Responses from 34C

- Engage Lions
- Serves community needs as identified by assessment
- Increases membership annually
- New member orientation
- Attend Leadership functions/grow Leaders
- Promote Club Activities
- Embrace change
- Self-Evaluation
- From partnerships

What expectations do we have for Zones?

Responses from 34A

- Communicate
- Share ideas for fund raising
- Club cooperation
- Encourage
- Guide
- Joint projects
- Zone Chair should be visible/accessible to clubs
- Give assistance
- Problem solver
- Training
- District participation

Responses from 34B

- Visit clubs
- Commitment
- Communication
- Assessment
- Listen
- Coach
- Leader encourager
- Knowledge engaged accessible
- Solution finder
- Identify talent
- Personality attend district meetings

Responses from 34C

- Joint Projects among clubs
- Zone Chair Committed, knowledgeable and make visits
- Communicate
- Passionate
- Enthusiasm
- Identify training needs of future leaders
- Facilitator
- Knowledge of available resources

What expectations do we have for Regions?

Responses from 34A

- Promote State Projects/LCIF and LCI Initiatives
- New Clubs
- Coordinate Zones
- More District Involvement
- Encourage membership Growth
- Leadership development
- Oversee Zone Chairs

Responses from 34B

- Communicate with Clubs
- Communicate with DG Team
- Encourage Clubs
- Find answers
- Mentor Zone Chair
- Knowledge

Responses from 34C

- Coordinate Zone Activities
- Same as Zone expectations

What expectations do we have for Districts?

Responses from 34A

- Communicate
- Caring/encouraging
- Visit clubs
- Ask Lions to serve prior to appointing to a committee
- Knowledge of clubs/district, LCI (Encourage participation)
- Establish Goals (with input from DG Team, Region and Zone chairs)
- Public Relations
- Follow up with Zone and Region Chairs to insure performance
- Passionate
- committed

Responses from 34B

- Communication
- Hold People accountable
- Communicate expectations for ZC and RC
- Follow Up
- Problem Solver

- Delegate
- Encourager
- Time and Physical ability to serve
- Flexible/open minded
- Leader
- Financial means to serve
- Have a working knowledge and use of technology

Responses from 34C

- Build teams
- Train
- Lead teams
- Find/develop leaders
- Establish SMART goals
- Communicate
- District calendar
- Knowledge/recognition of clubs
- Communicator, encourager, teacher, negotiator, etc.
- Delegator
- Invite Zone and Region Chairs to attend visits
- Passionate
- Enthusiastic

What have the Alabama Lions accomplished in 93 years?

Responses from 34A

- Expanded Service Projects
- Leo clubs
- Camp Seal Harris
- Facilities
- International Camp
- Mission Trips
- International Leadership
- Vision Screenings
- World Hunger Projects
- Eyeglasses recycling centers
- Disaster relief
- Scholarships
- Partnership with Helen Keller/Ivy Green
- Library projects
- East/West Baseball
- Relay for Life
- Alabama Lions High School Youth Forum

- Boys/Girls Clubs
- Alabama Lions Opportunity for Youth
- Alabama Sight
- Community projects
- Eye Clinics
- Alabama Lions High School Band
- Survived 93 years

Responses from 34B

- Alabama Lions Sight
- Disaster Relief
- Moody Miracle Fields
- Recycle Center
- Camp Seal Harris/Diabetes programs
- High School Leadership Form
- Leadership at International Level – 4 PIP and 12 PID
- Helen Keller Statue Project
- Vision Missions
- Community Service
- Leo Programs
- Met needs of communities for 93 years

Responses from 34C

- Extreme Experience Retreat
- 350,000 vision needs met by Alabama Sight in 54years
- Partnership with Camp Seal Harris
- ALHSYF/Camp
- International Camp
- 10,000's Community projects
- Miracle fields
- Vision Mission
- Eyeglasses Recycle Center
- Disaster Relief
- USA Eye Research
- Enhanced Lives of Visually Impaired Persons
- Alabama Sight
- International Leadership 4 PIP and 12 PID
- Leo Clubs
- # of eye exams and glasses
- Pounds of food
- Little League
- Environment projects
- Hearing Aids

How would you describe the Alabama LIONS of 2025?

Responses from 34A

- Centennial Projects
- 2nd Eye Hospital/Clinic
- Expand to four districts
- Eradicated child hunger in Alabama
- Expanded foreign missions
- More fun/fellowship and family than ever before
- 7 service projects per club per year
- Lowered average age of member to below 50
- Integrity/ethics/morality of clubs at all-time high
- More vision screenings
- Disaster relief
- Provide/recycle more eyeglasses
- Expand youth services
- More Leo clubs
- Diabetes programs for all ages
- Alabama Lions Leadership University
- Increase in pride of members

Responses from 34B

- Community oriented
- 400 clubs
- Recognized as community leaders/servants
- Interesting meetings
- Greater use and understanding of technology
- Increased club cooperation – Fund Raising and Service Projects
- Reorganized and visible in the community
- Five districts
- Alabama Citizens know if there is a need seek out a Lions Club
- Every college Campus
- Leader in Preventable Blindness
- Diversity – Race and Gender
- 250,000 members
- Eye Care
- Diabetes cured
- Club in every county
- Leo in Every High School
- Develop more Branch Clubs
- Speaker Bureau
- Effective advertising campaign

Responses from 34C

- Diabetes Education for all ages
- Diabetic Camps for Adults
- Membership all time high
- We serve resonates within communities
- Increase Leo Clubs
- All Citizens of Alabama within one hour of an Alabama Sight Eye Clinic
- Core 4 Projects thrive
- Empowering community volunteers
- Younger membership base
- Developed state wide Tele Med Program
- Low vision programs
- State wide transportation for eye services
- Redistricted to 4-6 districts with membership of more than 5500
- Increase frequency of vision missions
- Re-establish international youth camp program
- Increased number of leaders ready to serve
- Lead in eradication of Child Hunger in Alabama

What are our strengths?

Responses from 34A

- Awareness of purpose
- Eye care/clinics
- Awareness of community needs
- Camps – youth, diabetic and EER
- Leadership
- Vision screenings
- Disaster relief
- Support education/schools/libraries

Responses from 34B

- Morals/Ethics/Integrity
- Strong Leaders and Leadership Training
- Community service
- Meeting community needs
- Organizer
- Youth Leadership
- Commitment/dedication
- Noble cause – Vision Retention Services
- Disaster Relief

- Partnerships

Responses from 34C

- Committed to service #1
- Responsive to community needs #2
- Lions network
- Persistence in service
- Good permutation/ethics/integrity #3
- Available resources
- Support of diabetes programs
- Youth programs – Leo, High school forum, band, etc.
- Disaster Relief- first responders
- Support of MD34 projects

What are our Weaknesses?

Responses from 34A

- Meet, Eat and Leave clubs
- Depth of Leadership pool
- Membership retention
- Lack of Club growth
- Lack of New Clubs Chartered
- Ineffective meetings
- Inactivity of Past Leaders (PDG)
- Communication
- Lack of current membership
- Too few people served
- Public Relations
- Lack of team work/cooperation among members, clubs, zones, districts
- Status quo
- Age of Membership
- Lack of Diversity – Gender, Race, etc.
- Quality of members
- Lack of member involvement in service projects
- Lack of commitment
- Lack of service/social balance at club level
- Participation
- Involvement of members
- Lack of office rotation
- Burn out
- Ownership for some officers (unwilling to allow transfer of power or succession)
- Management of personalities of members
- Too focused on club attendance and not service participation

Responses from 34B

- Ineffective “Just Ask: programs/methodology
- Not enough partnering
- Membership number driven
- Publicity/ no community Public Relations
- Ineffective meetings resulting in lack of attendance
- Lack of communication
- Lack of knowledge
- Website design dated – MD and District LCI too massive
- Lack of Knowledge of how to plug into Alabama Sight Services
- Too few clubs to meet all the needs without Alabama
- Lack of support for new clubs – finances, training, etc.
- Newsletter - needs to be attractive, informative and engaging
- Use of committee structure within District and MD.
- Too few official visits to clubs
- Lack of communication to Lions of all ages
- Lack of Youth/younger members
- Procrastination
- Conventions
- Use of technology

Responses from 34C

- Lack of documentation of services rendered in past
- Communication at club level
- Lack of young members
- Lack of use of social media
- Communication internal/external #1
- Leadership development #2
- Lack of Consistent growth of membership #3
- Lack of membership retention
- Lack of participation beyond club
- Lack of succession planning
- Apathy
- Status quo

What Opportunities are available to help us fulfill our Mission and Vision Statement?

Responses from 34A

- Engage Club Interns
- Focused on Mission
- Seek out New Projects
- Viable Training Opportunities
- Joint club projects with City/geographical region
- Expansion of Vision Screenings by clubs
- Public Relations
- Partnerships with other organization including other service groups
- Tutoring in Schools
- Partnering with Schools to meet a variety of needs

Responses from 34B

- Engagement of Youth
- Partnerships with Community Action of United Way
- Real Public Relations/advertising
- Partner with churches, scouts, city officials, Health fairs, Senior Citizen Centers
- Partner with Alabama Industry for the Deaf and Blind
- Partner with Veterans groups
- Partner with first responder groups
- Partner with chess clubs and debate clubs
- Partner with Red Cross, Salvation Army and chamber of commerce

Responses from 34C

- Increase number of baby boomers and Gen X Volunteers
- Empower Women tot Leadership Roles
- Social Media
- Reach into 20-35 aged volunteers
- Leo to Lions Initiative
- Marketing at all levels
- Create partnerships
- Network
- Maximize LCI resources

Threats to our fulfillment of Mission and Vision Statement?

Responses from 34A

- Lack of Vision
- Lack of motivation
- Resistance to change
- Nay Sayers

- Public Perception
- Recession
- International tensions
- Lack of Manpower
- Lack of Diversity of Members
- Competition from other organizations
- Natural Disasters
- Competition rather than cooperation
- Difficulty with change of focus
- Time restraints on members

Responses from 34B

- Community Apathy
- Lack of Community support
- Time – Competing responsibilities
- Competing Organizations
- Lack of Communication/feedback from outside our clubs
- Economy
- Me. Attitude that “I” and most important
- Changing morality
- Model changed (Move away from cause to club)

Responses from 34C

- Employment/employers of members and potential members
- Lack of Time Management
- Too Many competing options
- Apathy
- Status quo
- Public Perception

Possible Goals – 1, 3, 5 and 10 year Goals

Responses from 34A

1 Year

- Train Guiding Lions to be assigned to all small clubs
- 10% growth per year
- Lions Clubs Signs in every community
- Zone Chair and Region Chair meetings/training

3 year

- Vision screenings performed by all clubs
- Diabetic Programs for adults and children

5 year

- Increase clubs in Alabama to 170
- Larger Pool of Leaders
- Redistrict to 4 districts

10 year

- See vision for 2025

Responses from 34B

1 year

- PR Campaign and Marketing strategies
- Attractive Younger members 18-40

3 year

- Effective Meetings/Conventions
- Membership Growth

5 year

- Build Effective Clubs in Every County
- Every club meeting needs of the community

10 year

- See 2025 vision

Responses from 34C

1 year

- New members +140
- Charter 2 clubs
- Increase membership in clubs under 20 by 10%
- Zero Drops for the first 6 months
- Each club have a net growth of +2
- Develop and implement State Marketing plan
- Grow Le clubs 1 club per zone per year
- Start 1 club per region per year for 3 years
- Have 2 members per club attend Leadership conference
- Have District Leadership Conferences

3 year

- Improve communication
- Reduce average membership age to 50

5 year

- 25% increase in clubs sponsoring Leo Clubs

10 year plan

- All citizens within one hour drive of an Alabama Sight Eye Clinic

Exhibit B

TALENT AND INTEREST PROFILE

Name _____ Highest Position Held

Address _____ City _____ State _____ Zip

Email _____ Home Phone _____ Cell Phone

I am willing to serve as: ____ Zone Chair ____ Region Chair ____ Vice District Governor ____ District Governor

Please put a "C" by any District Committee you are willing to chair, or "M" if you will be a Member of the Committee

____ Global Membership Team

____ Information Technology

____ Global Leadership Team

____ International Convention

____ LEO Committee

____ District Convention

____ Youth Opportunities

____ State Convention

____ Awards Committee

____ MD 34 Leadership Conference

____ Constitution and By-Laws

____ LCIF

____ Finance and Operations

____ Long Range Planning

____ Resolutions and Rules

____ Necrology

____ Credentials

____ Diabetes Awareness

____ Election

____ Newsletter

____ Alabama High School Band

____ Public Relations

____ Pins and Banner

____ High School Leadership Forum

____ Historical