

# **DISTRICT 11E1 STRATEGIC PLAN**

## **Revised February, 2015**

### **Mission Statement District 11-E-1**

Support the missions and projects of District 11E1 Clubs, District 11E1, Lions of Michigan and Lions International and promote membership, retention, leadership and training at all levels.

### **Vision Statement**

The vision of District 11-E-1 is to serve the needs of the people in our communities, preserve sight and hearing through our existing Lions projects and to enable our clubs to be leaders in community and humanitarian service.

### **District Strategic Planning Initiatives**

**Provide assistance as needed to the District's Clubs:** The District success is dependent on the success of the District's clubs. The District shall provide guidance, assistance, programs, and initiatives to all District clubs and members concerning club questions, problems and club promotions.

**Support District 11-E-1:** Encourage the District clubs to support the District projects and the current District Governor's goals and initiatives through club contacts, Zone meetings and District meetings along with regular District publications and contacts.

**Support Lions of Michigan:** Encourage District clubs to support State projects, and to give financial support as needed. These initiatives should be brought forward through Club contacts, Zone meetings and District meetings along with regular District publications and contacts.

**Support Lions International:** Encourage District clubs to support International projects, current International President’s objectives and to give financial support when asked. These initiatives should be brought forward through Club contacts, Zone meetings and District meetings along with regular District publications and contacts.

**Conduct an annual District Convention:** A District Convention should be held annually at a date and location as established by the District Governor. The details of the convention will be coordinated by the Convention Chairperson. The convention can be attended by any Lions Member. The purpose of the convention is to present high level objectives of the Lions organization and to provide informative training sessions for the benefit of the District clubs. Entertaining and informative speakers and functions are to be included to further fellowship in the organization.

**Conduct regular District Cabinet Meetings:** Regular Cabinet Meetings will be held as directed by the District Governor at a date and location of the Governor’s choosing. The purpose of the meeting is to keep all officers and committee chairpersons aware of the activities of the entire District and to establish actions and direction of the entire District. The meeting will also allow an opportunity for the attendees to bring forward opinions and concerns that have been expressed by the club members. The meeting is chaired by the District Governor. Cabinet officers will include Cabinet Secretary, Cabinet Treasurer and the Immediate Past District Governor. District Region and Zone chairpersons are also voting members. Cabinet appointees are the Chaplain and Tail Twister/Sergeant at Arms.

**Conduct regular Zone Meetings:** Regular Zone meetings will be held following the Cabinet meeting at a date and location of the Zone Chairperson’s choosing. The purpose of this meeting is to update the clubs of District and Zone plans and initiatives and to acquire feedback, ideas and projects that can benefit other clubs and the District.

**Develop new Lions clubs in the District:** Encourage District clubs and all district officers to develop new locations and to initiate contact in those communities. The District will offer personnel, procedures and materials to assist clubs in this endeavor.

**Develop Lions membership growth and retention:** Maintain a District Membership team and Coordinator with the purpose of growing and retaining District Lions membership. The team shall promote present growth initiatives and establish new ideas and promotions as needed. These will be brought forward in appropriate publications and by all District officers during club, Zone and District meetings.

**Maintain a comprehensive communication system:** Maintain a “Newsletter” system whereby the District can communicate to the clubs and the clubs in turn can report on their activities to the entire district. The district shall maintain a web site and face book account and encourage the clubs to do the same.

**Offer training to all District Members:** Encourage all members to utilize the training available through the Lions International Website training, and the Lions of Michigan Leadership training. Training for incoming club officers should be provided at the District Zone meetings.

**Elect Chairpersons and Comittees members for existing and newly developed State, District and International initiatives:** These positions are as following:

**District Committee Chairpersons:**

- LCI Centennial
- Constitution, By-Laws
- Convention
- Credentials
- Diabetes/Sight Conservation Awareness
- District Pin
- Editor, Newsletter, Communicator
- Elections and Nominations
- Float Trailer
- Hearing and Speech
- Honorary International Relations
- Information Technology/Webmaster/Social Media
- Leo

Liaison

Lioness Liaison

Lion Alert

Lions Clubs International Foundation (LCIF)

Lions of Michigan Foundation

Lions Quest

Opportunities Unlimited for the Blind

Past District Governors Association

Peace Poster

District KidSight Coordinator

Project KidSight Team – Screeners

Public Relations/Publications Advisory

Roster Book

Strategic Planning

SVOSH (Eye Glass Recycle)

White Cane

Youth Exchange

**Multiple District Committees:**

International Convention

Michigan Forum

MC 11 Convention

**State Project District Chairman:**

All State Band

Bear Lake Camp

Leader Dog

Michigan Eye Bank