

Draft

Bray Lions Club Strategic plan 2010 – 2015 Revised March 2012

Our Vision

To abide by the principles of Lions International and be recognised as leaders in serving our community and for the commitment and contribution of our members.

Mission statement

To volunteer our time, skills, expertise and resources primarily to serve our local community and to support Lions International objectives.

Ethos

In the pursuit of our objectives we will respect the human rights, dignity, privacy and equality of our membership and those whom we serve

Strategic objectives

We will achieve our vision and implement our mission statement through the following strategies:

1. Identify and where appropriate, take action in the areas of service in which we can use our skills and expertise to make the most positive impact in line with our ethos.
2. Develop our membership so that it is reflective of the society we live in today.
3. Develop our organization so that it provides the structures within which our volunteers will feel welcome, make a worthwhile contribution and develop fraternal relationships.
4. Promote the principles of Lions International and Bray Lions Club initiatives through local and national media

Goals

Strategic Objective 1

Identify and where appropriate, take action in the areas of service in which we can use our skills and expertise to make the most positive impact in line with our ethos.

Goals

1. To have identified and recorded members skills, expertise and interest areas by end *June 2012*
2. To identify existing/new projects that make best use of our skills and expertise and are in line with our Mission statement *on an ongoing basis*.
3. To fully participate in Lions national, regional and zone projects.

4. To undertake at least one major project on an ongoing basis.
5. To promote community development in Bray on an ongoing basis

Actions

- Invite members to complete a Skills & interests profile *by end March 2012*
- Explore what other clubs are doing
- Explore ways in which we might be of service to disability groups.

Strategic objective 2

Develop our membership so that it is reflective of the society we live in today.

Goals

1. To grow/*maintain active* membership *at a minimum* of 40 *to end 2013*
2. To have at least twelve women as members by end 2012
3. To welcome into membership at least one member from the various ethnic communities in Bray by end 2013.
4. *To attract eight <35year old members by end 2013*

Actions

- Hold 3/4 social events for members & partners yearly
- Target new members from the under 50 age groupings
- *Implement our recruitment/induction policy*
- *Target new members in the <35 age group*

Strategic Objective 3

Develop our organization so that it provides the structures within which our volunteers will feel welcome, make a worthwhile contribution and develop fraternal relationships.

Goals

1. To involve all members in Club activities.
2. *Explore how we can partner/engage with youth and music groups as a source of fundraising..*

Actions

- Link new members to projects after three meetings
- *Implement Recruitment/Induction policy*
- *Develop an up to date list of projects*

Strategic Objective 4

Promote the principles of Lions International and Bray Lions Club initiatives through local and national media

Goals

1. To raise the profile of Bray Lions Club in the community.

Actions:

- Form a PR/Marketing Working Group headed by the Club PRO.
- *Adapt each project to achieve maximum exposure*