

LCI Forward - A Glimpse of the Future

For over 100 years, Lions have left their mark on the world by giving help and hope to its most vulnerable populations. As we enter our second century of humanitarian service, the world needs us now more than ever.

In order to meet the emerging needs of our changing world, LCI has developed a five-year plan called LCI Forward.

What is LCI Forward?

LCI Forward is a road map for Lions to plan, implement and achieve our vision for a better future. It's designed to help Lions triple our humanitarian impact and **serve 200 million people a year by 2021**.

To accomplish this incredible feat, LCI Forward focuses on:

- Enhancing our service impact and focus
- Reshaping public opinion and improving visibility
- Pursuing club, district and organizational excellence
- Improving membership value and reaching new markets



Enhance Service Impact & Focus

The number of people in need served by a Lions Club - the visually impaired, people with disabilities, people needing urgent assistance and often life-changing medical assistance - has increased sharply (by four-fold) since 2010-11 and is increasing every year.

Reshape Public Opinion & Improve Visibility

The need for voluntary humanitarian service is higher than ever as a result, and we need to remind society of our impact, and what communities could be like without a Lions Club, and what people united in service can do to meet rising needs and build communities of hope and resiliency.

Pursue Club, District & Organizational Excellence

We are today the largest voluntary service organization in the world. Continuing to innovate in services to Lions clubs and districts, including further harnessing technology advances, will be essential to our second century of success and expanding our humanitarian service.

Improve Membership Value & Reach New Markets

People have more choices today to serve and give back to their community/people in need. We need to continue promoting new ways for caring people to be involved in our service and provide options for service engagement which are flexible and mesh with today's busy lifestyles. We will continue to welcome people of all ages, genders, races and faiths into our movement.

LCI needs your help!

LCI is encouraging Lions and Leos to come together to increase our impact by serving in their communities and inviting their families, friends and neighbors to join them in service. Visit the [LCI Forward page](#) to learn more and get a special glimpse into the future of Lions Clubs International, and how together, we're changing the world for the better.

The LCI Forward Plan video is available in all languages on YouTube.

These are just a few practical ideas for you to consider and more ideas are published on a regular basis.

If your club has experienced successful public relations for an event, please let us know. We need to "get the message out" by sharing these successes to **ALL** clubs in the district.

If you have a question regarding these ideas, promoting your club in your community or if you would like to invite a member to visit your club, please feel free to contact any one of us. We are here to help you to reshape public opinion and improve your club's visibility so that club activities become a success.

By working together to improve the awareness of our clubs in our communities, we can work towards ensuring effective and successfully promoted club service projects, fundraisers and events.

Together in Lions Service,

Lion James Johnston
District A4 Public Relations and Promotions Coordinator