



**”Where have the Lions
been the last 100 years
and where should
Lions head the next
100”**

NSR, Iceland, 20-22 January 2017,
PID Svein Berntsen

Entering into the next century of service

Look at this video and the messages from

our President Bob Corlew

One Big Mountain Climbed



A few rhetorical questions before we start

If we agree that the main reason for having our association, is to help solving humanitarian problems, will there be those kind of needs in the next decades?

Will there be interest and willingness, in the population in the coming generations, to spend time and personal resources to invest in humanitarian aid? Will people care?

It is easy to say yes. Are we sure?

A few rhetorical questions cont.

If the answer is yes – there will be people wishing to help - which I believe - what will be their motivation?

Just because people are good, responsible, philanthropic – within a humanistic tradition?

Because of fear of what is happening to the world and the effect on yourself and your life?

Because being known as the good Samaritan gives pride and status?

A few rhetorical questions cont.

Does the fact of simply being a lion give status in the society and a positive image?

Has indeed the reason for joining lionism changed in the past, even in the Nordic countries? I believe yes. Do you think the reason for being a lion also will change in the future?

This is probably the biggest question we have for this organization right now. What will these reasons be, in the different part of the world, in the years to come? What's in it for me as a member?

Key Dates

Founded 1917 in Chicago

1920 – Goes international

**1925 – Helen Keller challenges us to become the
“knights of the blind”**

1945 – LCI invited to help draft of United Nations
Charter

1957 – LCI establishes the Leo Program

1968 – LCI establishes Lions Clubs International
Foundation.

1987 – LCI opens for women.

Key Dates cont.

- 1990 – SightFirst, a global fundraising initiative by LCIF, is launched
- 2008 – SightFirst II campaign completed, mobilizing \$204 million more to fight preventable worldwide
- 2010 – Joined the fight against measles, a leading cause of preventable mortality, blindness, deafness, and disability.
- 2013 – Launched major measles partnership with GAVI & Gates Fdn.
- 2016 – Updated service mission for our 2nd century**
- 2017 - Centennial Celebration – 100th Anniversary**

Key dates, Nordic Lionism

- 1948 - Lions established in Sweden, MD 101.
- 1949 - Lions established in Norway, MD 104.
- 1950 - Lions established in Denmark, MD 106.
- 1950 - Lions established in Finland, MD 107.
- 1951 - Lions established in Iceland, MD 109.

What does it tell us?

1. Service has been the leading cause-

from Helen Keller, through sight first 1 and 2, but other causes has also entered, like measles

2. Organizational development-

*we became an international, or a global organization.
(Or, were we just an international US based organization?)*

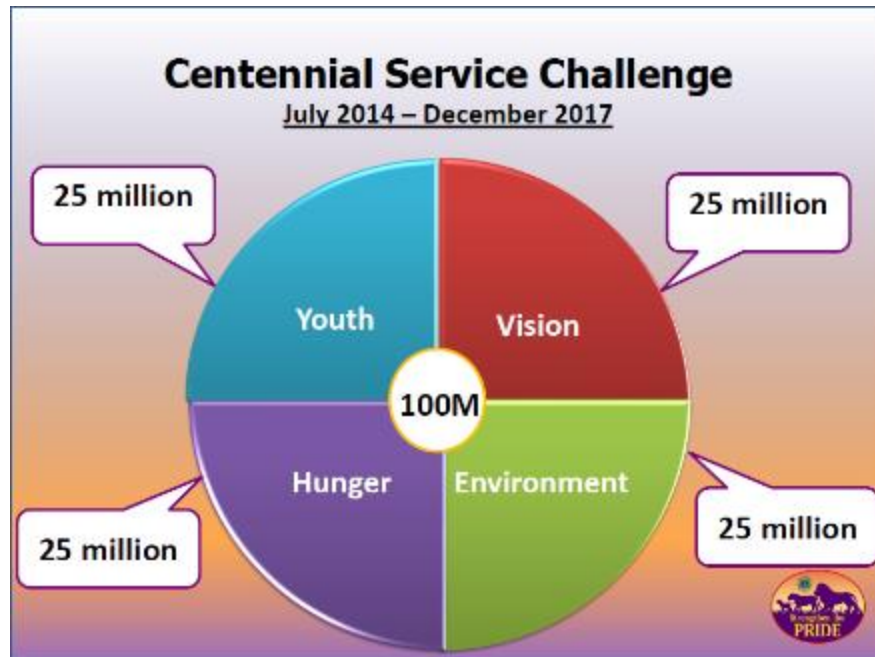
3. Membership development, *(but it took us 70 years to let women become members.)*



Preparing for 2nd century of service

Two major initiatives

So far 130 million served annually
speed now 100 million



LCI Forward (goal 200 million served annually)



Are we seeing any positive trends?

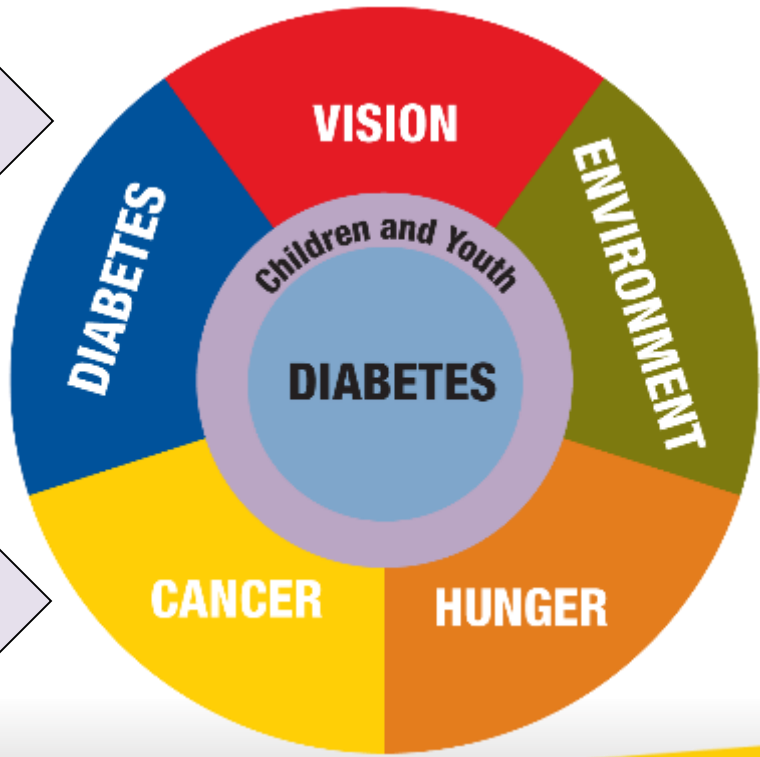
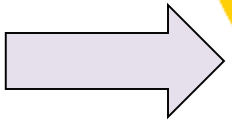
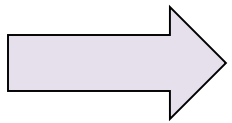
Before 2015

- Only 34% of clubs reported service
- Only 65 million people were served in 2014-15
- Before centennial, 65% of clubs invited a new member every year
- Our humanitarian service mission was spread too thin (other than SightFirst and Lions Quest) to really have an impact *on global problems*

After 2015

- Now 65% report service
- In 2015-16, 95 million people served – a 38% increase
- Now more than 71% of clubs invite new members every year
- New service framework : Vision, Diabetes, Hunger, Environment, & Pediatric Cancer, with diabetes control new global cause for LCI/LCIF

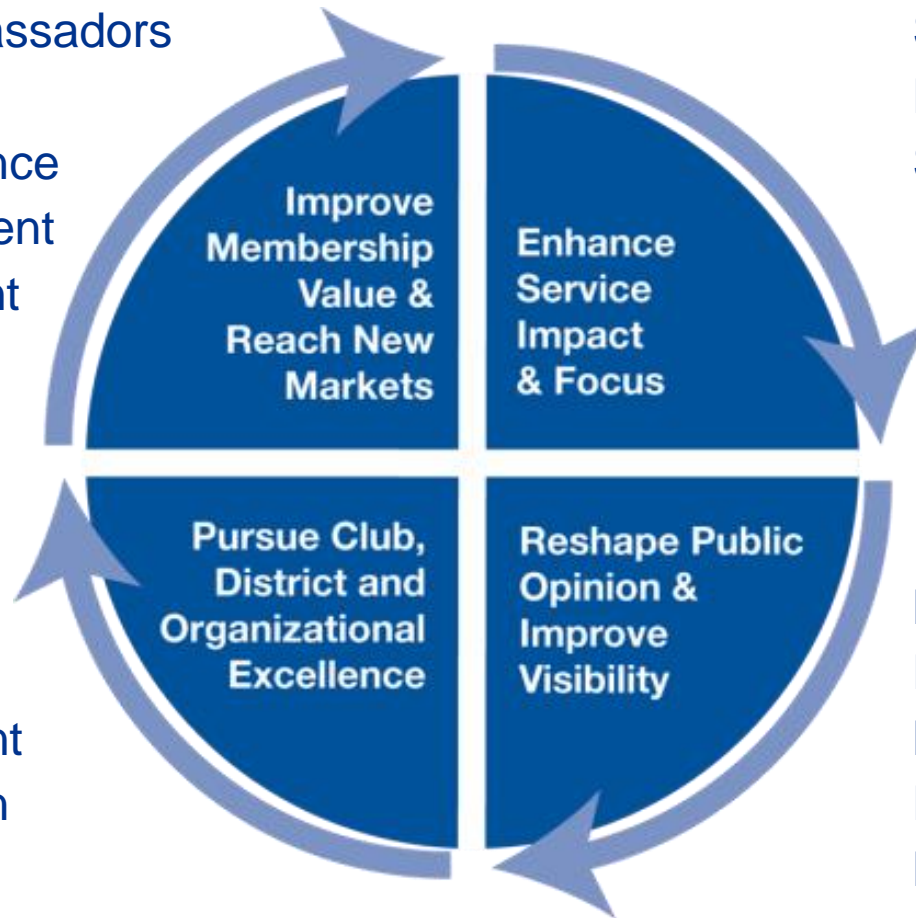
From 100 years legacy – through centennial challenge – to the new service framework with focus on diabetes.



Strategic Initiatives

Second Century Ambassadors
Episodic Volunteering
New Member Experience
Youth & YA Engagement
Corporate Engagement
Corporate/Employee Engagement
Emerging Countries

Club Quality
Finance Forward
Organization Alignment
DGE Training Location
LCI Dashboard



Service Framework
Diabetes Platform
Service Projects at Conventions & Board Meetings

Marketing Plan
Digital Marketing
Mobile App
Digital Lion
Brand Amplification at Convention 2017

Service Framework
Diabetes Platform
Service Projects
at Conventions &
Board Meetings



**Enhance
Service
Impact
& Focus**

Service Framework Development

Enhance
Service
Impact
& Focus

Launch a new service framework with five main service platforms: Diabetes, Vision, Hunger, Pediatric Cancer and the Environment, integrating children and youth throughout



422

MILLION

adults have Diabetes

8th leading
cause of death
Worldwide

40% More people will
have diabetes by
2035



Audacious Goal #1


To reduce the number of people with diabetes, and the number of people who die from diabetes or diabetes-related complications by a third.

Audacious Goal #2

Fund ground-breaking research that results in a cure for type one diabetes.



Marketing Plan
Digital Marketing
Mobile App
Digital Lion
Brand Amplification
at Convention 2017



**Reshape Public
Opinion &
Improve
Visibility**

BIG PICTURE:



Digital marketing

A new center of excellence delivering a global technology platform, rich analytics, and socially-driven marketing that will propel the organization into the 21st century.

**Conversation-Driven
Content Marketing**

**Mobile App and
MyLCI 2.0**

**Enterprise-Wide
Marketing Analytics
and Measurement**

**360° Behavioral
Database**

**Marketing Automation &
Analytics Technology
with Web and Social
Enhancements**

Global Expansion

What we're doing in phase 1:

OBJECTIVE

WHAT WE ARE OBSESSING OVER:

Data Hygiene and Analysis

05.15.2017

We clean, process, and analyze our entire club, member and donor databases in order to build our new systems with clean data and define key market segments and member profiles.

Organizational Development

03.31.2017

We enhance the team's capabilities by hiring three important roles: marketing analytics, marketing operations and social community management

Technology Platform

05.31.2017

We build system requirements, technology use cases, implementation plans, and enterprise-wide workflows so we can acquire the right technology and ensure it benefits everyone.

Technology Platform Rollout

09.15.2017

Phase 1 culminates with the launch of the new digital marketing technology. We will provide education and training, first to the marketing teams and later to the LCI HQ stakeholders.

Mobile app

A new mobile experience that will empower Lions to connect, share, discover, serve, and report – all around the world

Discover

**Plan
Service**

**Participate
in Service**

**Be Social,
Share Stories**

**Gamify
& Incentivize**

**Track
Impact**

**Communicate
and Follow**

**Build a
Profile**

What we're doing in phase 1:

OBJECTIVE

WHAT WE ARE OBSESSING OVER:

Feature Scoping

12.12.2017

We define the key use cases of the of the mobile app and the features and functionality that will enable each use case.

Commercialization Planning

01.10.2017

We lay out all of the enterprise work streams that are required to ensure a successful launch. This includes marketing, support, training, legal, public relations, convention, communications and more.

Design

02.05.2017


We get geeky and do all the coding, building and quality assurance to make the app a reality. We're also going to recruit Lions from around the globe to help us beta test and get early feedback.

Launch

06.30 – 09.01.2017

Phase 1 will complete when we officially launch the app at the Chicago convention. Get ready – because we've got a lot of exciting marketing and promotions planned for the big event.

Club Quality
Finance Forward
Organization Alignment
DGE Training Location
LCI Dashboard



**Pursue Club,
District and
Organizational
Excellence**

Second Century
Ambassadors
Episodic Volunteering
New Member Experience
Youth & YA Engagement
Corporate Engagement
Corporate/Employee
Engagement
Emerging Countries



Episodic Volunteering

Youth and Young Adult Engagement



Develop an engagement strategy to reach more young people and improve organizational appeal among youth and young adults.

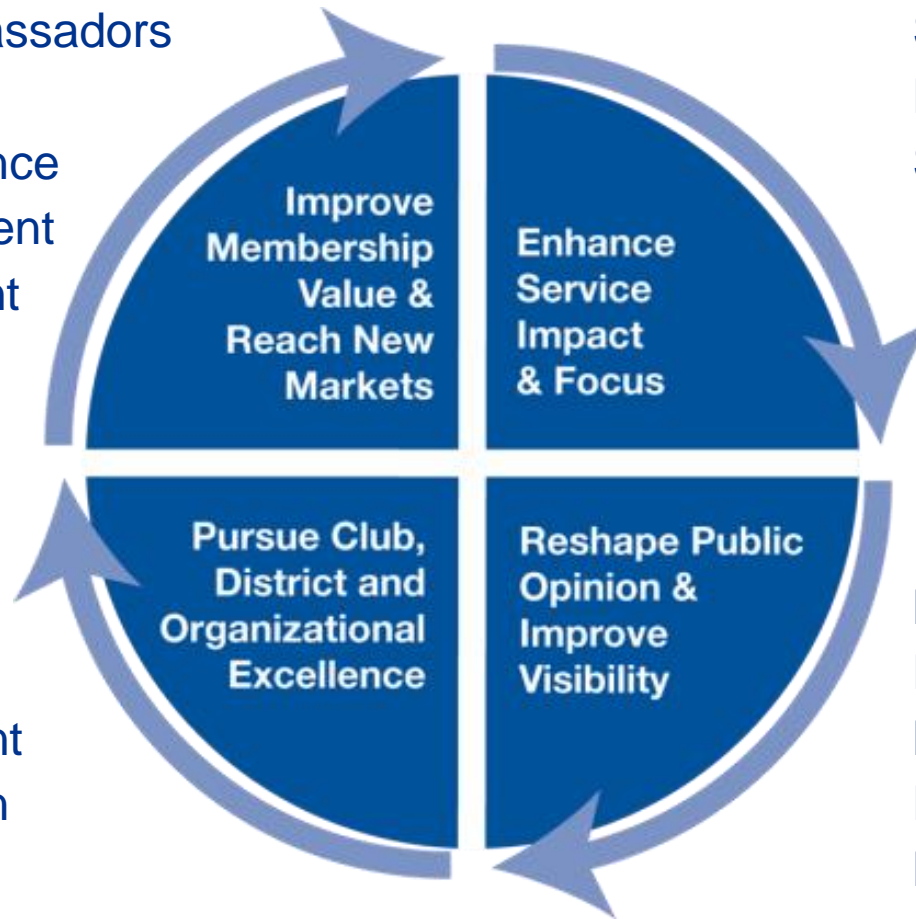
Develop new products and innovations that allow more people to engage in service through LCI

In Process

- Boston Consulting Group (BCG) conducting research to guide development of new engagement models for millennials

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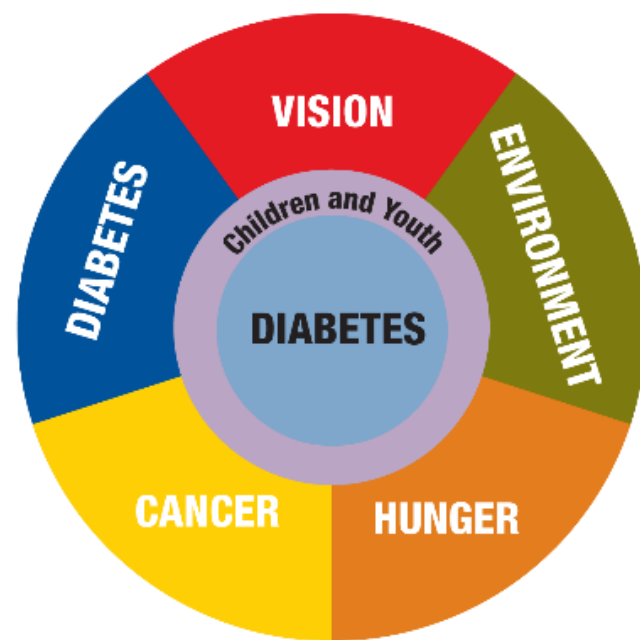
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Group discussion theme nr 1

The new service framework

- What do you think of it ?
- Will it attract next generation of Nordic lions?
- How will this change our service priorities and how will you as leaders pan for this change?



Group discussion theme nr 2

The next generation of lionism

- Discuss periodic voluntarism.
- Will future “club structure” change and if so, in what time frame?
- How do we plan for this?



Thank You

Where there is a need, there is a
Lion

Help LCI move forward

