

# LIONS OF MICHIGAN

## STRATEGIC PLANNING SURVEY

### Section 1 - Personal Data

**These first items are optional, they are not required for survey results.**

Name \_\_\_\_\_ Telephone # \_\_\_\_\_

email address \_\_\_\_\_ Is there a specific area of interest where you  
would like to serve ? \_\_\_\_\_

May we contact you if the above has been filled out ? \_\_\_ Y \_\_\_ N

**The following items are required for survey results**

District Number \_\_\_\_\_ Club Name \_\_\_\_\_

Years of community service (may be more than just Lions)

\_\_\_ 0 – 5     \_\_\_ 6 – 10     \_\_\_ 11 – 20     \_\_\_ 21 – 30     \_\_\_ 30+

At what level of Lions are you \_\_\_ Club \_\_\_ District \_\_\_ Multiple District \_\_\_ International

Age range \_\_\_ 18 – 30     \_\_\_ 31 – 40     \_\_\_ 41 – 55     \_\_\_ 56+     Years as a Lion \_\_\_\_\_

Highest Lions office held \_\_\_\_\_

Are you part of a family unit on the Lions registry? \_\_\_ Y \_\_\_ N     If yes, please fill in the following

How many in your family unit ? \_\_\_ How many Lions Pride magazines are received each month? \_\_\_

How many Lions Magazines from Lions Clubs International are received each month ? \_\_\_\_\_

Would you like to see a reduction in cost at the State level by receiving the Lions Pride magazine by  
email ? \_\_\_ Y \_\_\_ N

Lions Clubs International has stated that all paper reports will be done away with by 2015, that's from  
LCI and to LCI. Do you have electronic mail service (email specifically) \_\_\_ Y \_\_\_ N

Once results are tabulated a report of the results will be available, but only by electronic mail service.

Would you like a copy of the results? \_\_\_ Y \_\_\_ N     Your email address \_\_\_\_\_

## Section 2 – Your Opinion

Identify at least three things that the Lions of Michigan do well and should continue to do. \_\_\_\_\_

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Name at least three things that limit the effectiveness of the Lions organization. \_\_\_\_\_

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How can the Lions be better identified by the general public to be the organization to go to for services provided in the community and also as a result be the club of choice to be a member of? \_\_\_\_\_

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What do you most value and appreciate about the leadership in the Lions organization? \_\_\_\_\_

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What would you do to the Lion's Pride magazine, in content, cost effectiveness, or format, to make it a better, more user friendly publication that would allow for more than 9 issues a year? \_\_\_\_\_

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Imagine the Lions organization in ten years from now. What do you visualize the organization to be like in operations, and public service ? \_\_\_\_\_

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Why do you continue to serve as a Lion ? \_\_\_\_\_

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Are you happy with how your club is today? Why ? \_\_\_\_\_

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Any comments about this survey and/or the Strategic Planning or Long Range Planning process?

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If more room is needed for your comments please feel free to continue writing on the back side of this sheet.

### Section 3 - Ratings

	<b>Don't Know</b>	<b>Disagree</b>					<b>Agree</b>	
1. We have a clear future direction for the Lion's of Michigan,	0	1	2	3	4	5	6	
2. There will be significant changes in the next five to ten years that will impact the Lions of Michigan,	0	1	2	3	4	5	6	
3. We have the Lions today that can understand and incorporate these changes to enhance the quality and quantity of our membership.	0	1	2	3	4	5	6	
4. Our membership, retention and leadership programs are adequate to handle and adapt to these changes.	0	1	2	3	4	5	6	
5. Youth and the younger generations will play an important role in the future of the Lions of Michigan.	0	1	2	3	4	5	6	
6. Lions will survive regardless of the changes.	0	1	2	3	4	5	6	
7. Lions of Michigan should expand their capabilities and incorporate more programs to be of greater service to others.	0	1	2	3	4	5	6	
8. The current Leadership has the skills and capabilities to lead the Lions of Michigan through the next five years.	0	1	2	3	4	5	6	
9. The potential membership population will decrease in the future.	0	1	2	3	4	5	6	
10. Future changes at Lions Clubs International will not effect the Lions of Michigan organization or the local Lions clubs.	0	1	2	3	4	5	6	
11. As costs go up and the economy slows, it is harder to meet the financial needs of the Lions of Michigan.	0	1	2	3	4	5	6	
12. Lions Clubs International receives 60% of its revenue from investments.	0	1	2	3	4	5	6	
13. Long range, strategic planning is critical to the future of the Lions of Michigan.	0	1	2	3	4	5	6	
14. There should be a greater turn over in leadership opportunities in Lions and not a recycling of officers.	0	1	2	3	4	5	6	
15. More information needs to be passed from the top down to the club membership and also from the bottom up to the leadership of Lions of Michigan	0	1	2	3	4	5	6	
16. We need to examine our direction at the club, district, and state levels to help Lions be more effective in serving in our communities.	0	1	2	3	4	5	6	
17. We need to establish a stronger brand identity to become the go to organization for quality community service.	0	1	2	3	4	5	6	





## **Lions Clubs of Michigan**

SD10 and MD11, Lions International

Fellow Lions,

Your help is needed by the Multiple District Strategic Planning Committee, in conjunction with the Council of Governors and the other Multiple District Committees, in the process of developing a long range action plan for the Lions of Michigan.

Any organization must have goals and workable plans to meet those goals in order to grow and survive. In order to develop a workable action plan, it is imperative to get ideas from, and understand the current thinking of, the Lions whose clubs will be affected by that plan. In other words, we need to know what you think about what is being done, what else can or should be done, and all other aspects of the Lions of Michigan.

An action plan, or strategic plan, must address the many changes which have affected our world of service: from widening use of technology, to changed cultural attitudes, to volunteering through service organizations, to the changing needs of the people we serve. The action plan must be consistent with an organizations values and mission statement.

In the following pages we are asking that you give us your opinion and comments on various areas of the Lions community that impact the different levels of Lions. From your personal experiences and from what you may have observed, we ask that you complete this survey to help guide us.

You do not have to give any personal information if you do not want to. You may leave some of the first section blank and remain anonymous if you chose.

When you have completed this survey, return it to the Lion that gave it to you or send it to the Chairman of the MD 11 Strategic Planning Committee

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