

Boulder Junction Lions Club's

A Road Map for the Future.

Lions Board approved 11-27-2023

Introduction

The local Boulder Junction Lions Club was established on March 6, 1972 with the aim of serving the community and making a positive impact on the lives of those in need. Over the years, the club has organized various charitable events, fundraisers, and community service initiatives. The club has become known for its dedication to improving education, healthcare, and social well-being. Building on this legacy, the club is committed to further expanding its reach and influence to create lasting change.

Lions Clubs International is the largest service club organization in the world. More than 1.4 million members (with a goal of 1.5 million members) in over 48,000 clubs are serving in 200 countries and geographic areas around the globe. Every Lions Club is unique and serves in its own way. In Boulder Junction, we not only contribute to the support the 8 Global Causes but typically more than 75% of monies raised from our efforts stays here, supporting local needs.

Mission Statement-Lions International

To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions Clubs.

The Boulder Junction Lions Club is a 501 (c) 4 organization that is an independent, non-profit and non-political organization serving our community and the world. LCI leadership roles are based on board decisions guiding the club meetings, activities, and general decisions as to how the club functions. Our local club has a 15-member board that guides our club.

Our Motto: WE SERVE

Our Inspiration: "Together We Can...Together We Will!" a quote from PIP Brian Sheehan

Strengths

- A growing membership dedicated to service to our community and beyond
- Fundraising Events & Service Projects that unite and benefit the whole community
- Membership flexibility embraces those in various stages of their life, i.e. young , senior, seasonal

Weaknesses

- Challenge to engage members and get them more actively involved
- Lack of awareness of club activities and their impact on the community
- The success of current fundraising events dictates our ability to support the needs in our community, state and country

Opportunities

- Collaborate with other local service organizations and community groups
- Taking advantage of emerging technology and our members' technical skills to improve fundraising and marketing
- Tapping into our members strengths, abilities, passions and skills to help our club continue to succeed and grow

- Educating our members and the community about what our purpose is and how they can become involved

Threats

- Sustainability of our largest fundraiser, the Flea Market, with changes in vendors and attendance
- Limited resources (people, donations, etc.) in our community spread between many service organizations

Needs Analysis:

- Membership development with more focused recruitment and engagement strategies
- Identify new funding opportunities and potential partnerships
- Communication and marketing plan to increase awareness and involvement
- Create an assessment tool for projects and events

Potential Goals and Club Priorities

- Expand membership of active members by 10% over 2-3 years
- Enhance community outreach to better understand local needs through collaboration and relationships the community
- Collaboration with the school....Start a new Leo's Club at North Lakeland involving our youth in service to others.
- Retain membership by providing meaningful involvement and recognition and personal growth opportunities.
- Increase our presence through social media, public relation campaigns and develop a better more engaging website for the club and community.
- Regularly evaluate club programs to ensure we are meeting the needs of the community with adjustments made as necessary to keep programs and events impactful.
- Maintain inclusiveness by ensuring club meetings and events are accessible to all members.

Metrics

- Active membership participation to fulfill current needs
- Achieve funding goals (income) in our yearly budget