

January 31, 2013

RE: District Consolidation

Council Chairperson Lion Ed Casey,

At our mid-winter conference in Juneau, you invited us to prepare a presentation of some sort for the Council to consider.

We would like to offer the statement below and the outline attached for review at you next Council meeting in February.

One key point to stress is that no matter how some might view this as divisive there is in no way the idea was formed to step on anyone's toes. It is simply an idea to help look forward to a vision of the future.

Even though this year may be a year of growth on the books in terms of member numbers etc.; especially due to the efforts of our current leadership, the national trend is opposite.

And, as you know, while in the midst of considering merging our two sub-districts together as we proposed in our **revised** initiative. There have been several e-mails from a few that have opinions one-way or the other. I would like to ask you to consider the attached outline that supports our suggestion. Please remember that it is not an action plan as we have not yet, nor can we at this point, create a transition team. At the same time though, we should be considering our options if the initiative passes at our convention in April.

In addition, this action will be voted on at our convention and in an attempt to help educate our delegates. I would like to propose sending this information out to our clubs in both sub-districts

I would appreciate your thoughts.

PDG Phyllis S. Swarner
Kenai Lions Club

1VDG Lewis Quinn
District 49A

THE FUTURE OF OUR DISTRICT

Where will we be in 20 years?

What would Melvin Jones do!!!?

Preface

The concept of merging our sub districts in to one more solid organization moving forward was not intended to be malicious, political nor divisive. It was an idea born from observation of our district and other service organizations around the country who are experiencing similar challenges with declining and aging memberships. In fact: Florida, Indiana, Georgia, Illinois and even MD 1 (the first multiple district) are doing the same thing for the same reasons.

It is awesome to see the different variations of our District's past. We have a storied existence over the last 60 years or more. We've provided many benefits and contributions to our communities in both Canada and Alaska and have been recognized as Lions who unquestionably "SERVE" our towns.

However, the trends of the most recent past and predictable future as far as membership and extension are concerned are worrisome and reinforce our need to consolidate and reorganize our organization for the future. A well-known thinker coined the following phrase that represents where we are as an organization today. He said; "If we continue to look in the rear view mirror we may just drive off a cliff".

We are close to that point....

Let's look toward the future and put our political agendas aside for the benefit of our organization. As we move more and more from a "WE" society to a "ME" society our challenge will be to recognize the situation and adapt a plan to move to a future of sustainability. Our combined integrated effort will be imperative to our future success. One that will allow us to grow and provide for the future support that our communities need.

Vision

"District Excellence"

A cohesive, solid, completely stream lined, functional, financially stable and sustainable Lions district supporting Alaskan and Canadian communities throughout the region.

Approach

Combine/merge Districts 49A and 49B to become one strong district. Placing a great deal of emphasis to strengthen the support network for remote clubs. Creating a sustainable, holistic consistent master plan and vision for the entire district and to create, adopt and grow a comprehensive membership and extension program with a large pool of leadership candidates for the future to support our excellent Leadership development program.

**The term "redistricting" by Lions definition is really a merge of sub districts
(Everybody Wins!)**

Why redistricting

- 1) It is not a political move it's a leadership strategy for sustainability
- 2) It's not about personalities; it's about creating, maintaining and developing a sustainable non-competitive district.
- 3) We're managing our district looking in the rear view mirror.
- 4) The way we're doing it now is not working.
- 5) International will not apply pressure to fix (We need to own it!).
- 6) Our membership is in serious decline: We are *down 256 & 9 clubs in 6 years (combined stats)*
 - a. Overall membership decline
 - b. Too many non-participating members "carried" on our books
 - c. Limited leaders to choose from
 - d. Too many past leaders
 - e. No formal membership campaign that works
 - f. Not enough willing solid clubs to support extension efforts
- 7) Consolidated re-directed funding for all district functions "It's about reallocating and the best use of our resources"
- 8) No district wide marketing campaign
- 9) No organized plan to support remote clubs

Better coverage for clubs

- 1) Three leaders in District Governor chain
 - a. Rotate coverage in a three way cycle
 - i. Allowing each position to visit all clubs in the District in three years
 - ii. Consistent message throughout transition
 - iii. Reduces individual time to accomplish support
 - b. Consolidated Zones utilizing technology
 - c. Structured consistent support for remote clubs
 - i. Southeast
 - ii. Canada
 - iii. Bush

Support for leadership

- 1) Aggressive strategy for membership, development and extension
 - a. District chair for club development (GMT)
 - b. District chair for training (GLT)
 - i. Incorporation of International online training
 - ii. Develop constructive training for conferences and conventions
- 2) Funding strategy
 - a. Travel contract
 - i. Hotel
 - ii. Air
 - iii. Ground
 - b. Fundraising
 - i. Best practice evaluation
 - ii. Idea library
 - c. On-Line public & corporate donation mechanism
 - i. Pick-Click-Give inclusion
 - ii. District donation button on web-site
 1. Promoted by clubs and members

2. Include Lions funds stewardship (more \$\$ to the causes)

Page 3, The Future of our District

Public Relations

- 1) Engage an independent Lions media spokesperson
 - a. Television
 - b. Radio
 - c. Newspaper
- 2) Corporate promotion plan
- 3) Promotional pieces promoting club community efforts
- 4) District video
- 5) Membership commitment to The Foraker Group (Statewide non-profit association)

Implementation schedule

1. Introduce motion to merge – Mid Winter 2012
2. Involve key Lions in evaluating the Initiative
3. Revise initiative if necessary
4. Create a strategy to secure a “do pass” recommendation with a positive approach
5. Show value to members and delegates
6. Secure “pass” vote and Convention in Fairbanks 2013
7. Select panel members
8. Engage professional help (Perhaps join the Foraker Group)
9. Create new constitution and by-laws and offered for consideration by mid winter 2013.
10. Approve new constitution and by-laws at Convention in 2014
11. Create new budgeting methodology
12. Include two new positions, PR and Club Development
13. Develop a plan for a detailed member roll-out
14. Roll out program to membership

Reallocation of funds

Budget analysis and re-deployment of resources

Develop grant program for remote Lions to travel to training

“Wisdom is knowing what to do next; Skill is knowing how to do it, and Virtue is doing it.”

February 5, 2013

RE: District Consolidation

Fellow PDG's

As you know, we are in the midst of considering merging our two sub-districts together as we proposed in our revised initiative. And, I know there have been several e-mails from a few of us that have opinions one-way or the other. I would like to ask you to consider the attached outline that supports our suggestion. Please remember that it is not an action plan as we have not yet, nor can we at this point, create a transition team. At the same time though, we should be considering our options if the initiative passes at our convention in April.

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