

My Ideal Club – Club Presidents Briefing Guide.

We are all aware of the problems facing some clubs with declining membership and difficulties in recruiting younger members.

We are facing many changes in technology, patterns of work, social relations and social institutions. The economic challenges in our society are significant and you will know of cases where cuts in public expenditure have affected community transport, volunteer centres and children and young people's projects, there will be many other examples in your area. It is a good time to ask ourselves how ready we are to understand the needs of our local communities and how we as Lions can effectively respond to these challenges.

A project called "My Ideal Club" has been initiated to attempt to provide Clubs with the information to both better serve their local communities and make Lions more attractive to current and prospective members. The objectives are to encourage clubs to share information and learn of successes, to look to the future, build for improved community service and achieve greater fun and fellowship.

The process is in three main stages, each club will:

- Identify and assess the strengths and weaknesses, opportunities and threats as perceived by its members.
- Identify and assess the perceptions of a small but structured sample of the local community on the club and community needs.
- Plan and implement changes to move **your members** nearer to **their vision** of an Ideal Club.

The GMT and GLT will provide you with the opportunity but it will be your project, you will own it.

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