

Governor's Goals

District 27E1

The governor's motto for 2011-2012 is: HEAR OUR STORY. The motto emphasizes the goals for the district for the next year:

1. Hearing: Along with the Lions' goal of working with sight and visually handicapped, we will highlight the goal of improving our services for the hearing impaired.
 - a. Resources regarding hearing impairment will be shared with Lions clubs throughout the district.
 - b. Monies collected at the governor's visits will be funneled to the hearing programs in the district, state, and nation.
 - c. Individual Lions clubs will present one program during the course of the year providing information on services to the hearing impaired.
2. Public Relations: The district and individual clubs will emphasize the importance of having the public hear the story of what Lions do in their community, in our district, and in our state and world.
 - a. Each club in the district will assign and designate a public relations chairperson, if it does not have one already.
 - b. Lions International e-club will be promoted district wide as a way for individual clubs to have a website and thus spread the good news of Lions to their communities.
 - c. Membership increase will be a primary outcome of this effort.
3. Women in Membership: With the current ratio of 80 to 20 percent of men to women in our district wide club membership, we need to foster and promote woman as members and leaders in our club district wide.
 - a. A cabinet position regarding this issue will be added this year to the district leadership. The goal of this position will be to publicize the huge benefits women and family in membership can add to a local Lions club.
 - b. With this as a goal for the year, the increase of women will increase from 20 to 25 percent with the long range goal of having a balanced membership of men and women in Lions.
 - c. Emphasis will be placed on 'FAMILY MEMBERSHIP' allowing each Lions club to be a "family friendly" organization. Benefits of family membership are not only good for the club for service projects but also will be a financial benefit as well..... second, third, and fourth members from a family pay only half price for international and state dues.