



SWOT Analysis D130 & PR



STRENGTHS

1. District and Region leaders understand the importance to start new clubs and increase membership and willing to support the process
2. District and Region have knowledge and experience how to start a new club
3. District and 60% of the clubs use social media to promote Lions services and membership. (Facebook Lions Bulgaria group; Lions Bulgaria New Voices group)
4. Good personal contacts of Lions with local authorities and other NGOs
5. Friendly relations among Lions/Leo members from different clubs, zones, regions
6. Leadership trainings RLLI, ZCH, Leo leadership, NewVoices active
7. Good communication from D to clubs and communities
8. Membership net growth 2020-21: 5,6% in D130 + 21% in Ident. Region.
9. Ability to organize online meetings, events, voting and trainings
10. Strong service activities of female and mixed clubs

WEAKNESSES

1. Lack of knowledge about LCI and often new members do not receive adequate orientation.
2. New members are not always warmly accepted and engaged. Charter members believe they have priority to take leadership positions.
3. Unwillingness of some members to admit new ones, considered as a “competition”. Afraid of changes
4. Many clubs’ constitutions are an obstacle to accept new member (if even 1 of the current members disagrees)
5. Lions leaders and members are often passive and do not search actively for updated information about Lions
6. Not many registered accounts in MyLion
7. Ageing members in male clubs
8. Some clubs unwilling to meet and communicate online
9. Insufficient efforts and work with Leo clubs
10. 50% of the clubs in D130 have less than 20 members



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OPPORTUNITIES

1. Increased need of humanitarian service due to Covid-19 crisis
2. The pandemic enforced solidarity and willingness of people to help and serve more to the people in need
3. Demographic changes – some young people return back to small villages and escape from the big cities
4. Young people more concerned about climate changes and preserving of nature
5. Partnerships work well with other NGO-s (Rotary, Zonta, Public Donations Fund, etc.)
6. University centers
7. Early retiring professionals

THREATS

1. Covid-19 pandemic reduced clubs' meetings and possibilities to raise funds for activities
2. Due to Covid-19 many businesses have closed or re-organized, some have cut staff and salaries (Lions members affected too)
3. Migration and demographic changes
4. Digitalizing of communication
5. If support from local authorities is missing
6. Political situation in Bulgaria (3 times elections in 2021 and lack of permanent government)
7. Restrictive regulations can be obstacles for some service activities
8. Other humanitarian, Masonic, etc. organizations are gaining visibility and looking for members too



Goals 2021-22 D130 & PR

New Clubs

**New Members in
current clubs**

**Members
satisfaction**

Leaders' support

Goals

3 in D130 +
....in PR

34 new in D130 +
...in PR

not more than 20
lost members in
D130 + in PR

RLLI, Zone Chairs
training, GAT +NV
stories

Action Plan Summary 2021-22 – D130



Area of Focus		
<input type="checkbox"/> Service Activities	<input type="checkbox"/> Leadership Development	<input type="checkbox"/> Custom Goal
<input checked="" type="checkbox"/> Membership Development	<input type="checkbox"/> Campaign 100	

Goal Statement
 By the end of the 2021-2022 fiscal year, our district will start 2 new club with 20 charter members each.

Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due				
Discussion with clubs boards on opportunities to attract new members	DG, Regional and Club chairpersons, club presidents	Virtual meeting platform, meetings, e-mails, phone calls	7/1/21	Club to work with pending new club to complete application and ensure the club is chartered	DG, club boards	New Club Development Guide, computer, internet, names and contact information for each new member	10/1/21	5/31/22
Invitations on events of guests from different target groups	Club presidents	Meetings, invitations. Social media posts	7/1/21	The Guiding Lion sets up a meeting with the new club officers to begin new club officer training.	Guiding Lion	Certified Guiding Lion Training Course workbook, meeting place or platform, contact information for new club members, club officer training materials, new member orientation materials	10/1/21	5/31/22
Follow up with prospective members and invite them to district-wide service project where they will be able to network and learn more about the impact Lions make.	DG, GMT district coordinator, GST district coordinator,	Email, phone, list of prospective members and contact information, method for tracking responses, electronic-version of invitation	9/1/21	Plan the ceremony and ensure including it in the agenda of the district	Guiding club, DG	Invitations, meeting space, request materials	11/1/21	5/31/22
Follow up with all new and prospective members thanking them for their attendance and interest in joining and invite them to an organizational meeting.	GMT district coordinator	Phone, email, date, time and location of the organizational meeting, contact list of all prospective members	9/1/21	Begin implementing marketing plan	DG, GMT district coordinator and Marketing Communications Committee members	Contact information for local press, downloaded copy of "Generic Press Release Template", electronic and newspaper print ads, grant funding for print adds, access to the Marketing Communications Guide on lionsclubs.org	1/1/22	5/31/22
Host organizational meeting to elect officers and begin planning for pending new club's first service project.	Club boards	Meeting space, charter club application, meeting presentation	10/1/21	Prepare membership certificates and start packages	D secretary	Start packages	1/1/22	5/31/22
				Conduct ceremony and present certificates and pins to new members	DG, GMT district coordinator and district convention committee	New member certificates, pins, list of inductees and their proper pronunciation, list of lions who contributed to the success of the ceremony, induction speech	1/1/22	5/31/22

Action Plan Summary 2021-22 – D130



Area of Focus		
<input type="checkbox"/> Service Activities	<input type="checkbox"/> Leadership Development	<input type="checkbox"/> Custom Goal
<input checked="" type="checkbox"/> Membership Development	<input type="checkbox"/> Campaign 100	
Goal Statement		

By the end of the 2021-2022 fiscal year, our district will reduce dropped members by 5%.

Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
Review Membership District Strategic Plan and pertinent reports to determine what a reduce of 5% dropped members s for the district.	DG, GMT district coordinator	Membership District Strategic Plan, 2019-20 Cumulative Report	4/15/2021	8/1/21
Conducting member satisfaction survey	DG, Zone chairpersons	e-mails, survey in electronic form	9/1/21	9/20/21
Zone chairpersons review member satisfaction surveys with GMT district coordinator to identify issues.	Zone chairpersons, GMT district chairperson	Virtual meeting platform, results of the survey, method to compile the results, an analysis of those results to determine the most prevelant issues to address	9/21/21	9/30/21
Zone chairpersons hold virtual meetings/meetings with club officers to review the results of the survey.	Zone chairpersons, club officers	Virtual meeting platform, data analysis, recommendations for the clubs and a method to track responses, decisions and follow up from the meeting with each club	10/1/21	10/10/21
Zone chairpersons and club officers determine how best to share results with club members and an action plan on addressing satisfaction with members of their clubs is drafted.	Zone chairpersons, club officers	Virtual meeting platform/meetings, method for tracking and sharing decisions, action plans and follow up	10/10/21	11/15/21
Zone chairpersons work with club officers to implement action plans to improve member satisfaction at the club level.	Zone chairpersons, club officers	Action plans, method for documenting meetings, decisions, follow-up and reporting to district-level Lions	11/15/21	12/31/21



GMA team D130 & PR



Coordinator & liaison for GAT Europe
IPDG Aneliya Kaneva

Global Membership Approach Support Lead
DG Vladislav Simchev

NEW CLUBS
SVDG Tsveti Shopova

Emilia Petkova,
Secretary D130

Galina Gencheva, LC
V.Tarnovo Yantar

Members fm PR
Bulgaria? (Stoyan Kovachev, Iskra, Marieta, Velizara)

Stanislava Kodeva, LC
Burgas Via Pontica

NEW MEMBERS
GMT Elitsa Tabakova

Regional chair **North** Milena Slavova with all Zone chairs; Member from PR; Ivailo Milev LC Dobrich, Valia Tomova LC Targovishte, Stefka & Marieta LC Pleven Ogledalo, Desislava Pavlova LC Gabrovo

&

Regional chair **South** Adriana Ivanova with all Zone chairs; Silvana Dzhambazova LC Pl.Evridika, Maria Benzarova LC Panagyurishte, Vesela Begova LC Velingrad

MEMBERS SATISFACTION
GST Titi Terzyian

LEADER SUPPORT & TRAINING
FVDG Dorina Decheva, FDI

GLT Plamen Chingarov, PDG, FDI

IPDG Aneliya Kaneva, FDI

PDG Momchil Kornazov

Emilia Sirakova, FDI

Todor Terziev