



District 27-E1 Theme and Goals 2017-2018

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Theme

- **Challenge to Change!**

District Goals submitted to Lions Clubs International

- **Establish a social media presence for the district to improve public awareness of Lions service activities, improve communications, and attract new Lions**
- **Create and publish a district policy manual to provide a ready reference for current and future district leadership**
- **Increase district membership by 10 members**
 - **Aspects**
 - **Increase new members**
 - **Decrease dropped members**
 - **Increase the percentage of women from by 1% (from 27% to 28%)**
 - **Stretch goal - add one new club**