

## MISSION 1.5 Frequently Asked Questions

### What is *MISSION 1.5*?

*MISSION 1.5* is the drive to grow to a minimum of 1.5 million Lion members worldwide on July 1, 2027, so we can meet the growing needs of our communities and serve more than a billion people annually.

### What is the goal and objectives of *MISSION 1.5*?

Lions International will reach 1.5 million Lion members around the world on July 1, 2027.

*MISSION 1.5* has several objectives:

- All CAs achieve positive net growth on July 1, 2027.
- All districts add new clubs.
- All clubs induct new members during *MISSION 1.5*.
- Districts incorporate strategies to attract a more diverse membership, including women and young Lions.

### Why *MISSION 1.5*?

Each Lion matters to the people who depend on us. And every club is changing their community, making it a stronger, healthier, and kinder place for all.

To meet the growing needs in our communities, we need to form new clubs and invite new members to serve with us. To make sure we are always there and ready to serve, we need to grow.

### What are the benefits of *MISSION 1.5*?

- **Increased capacity to serve:** Inviting new members to your club will increase your capacity to serve your community and the people who depend on you. You bring special talents and unique skills to our service. And so will every new member you proudly add to your local club.
- **Greater diversity and inclusion:** Lions not only serve the world — we represent the world we serve. And as our communities continue to evolve and diversify, so must our membership. New members, from diverse backgrounds, each with different specialties and experiences, will contribute to your service in new and inspiring ways.
- **Increased advocacy for change, locally and globally:** Every new Lion brings a fresh set of ideas and an extra pair of hands to our service. As your club grows, you increase your local impact and expand your influence in the community. New members increase the number of champions for change and the causes you are passionate about in your community. And together, with clubs around the world, we increase the visibility of Lions and amplify our voice to the world.

- **Increased member benefits:** Lions do more than serve together — we grow together. So club growth, on every level, all around the world, benefits us all. The personal connections you make with fellow Lions open doors to new opportunities, and endless possibilities for personal and professional growth as we learn from one another, always striving to be better leaders, better people, better Lions.
- **Stronger at every level of Lions:** Growing our membership makes Lions stronger at every level. With more members, our association, districts and clubs will have more resources to fulfill our *MISSION* of service, at home and around the world. A growing club is a healthy club. When your club is growing, you will have the greatest impact in your community. And when every club is growing, we can ensure that Lions will always be there, ready to serve.

### When is *MISSION 1.5* occurring?

*MISSION 1.5* launched on July 11, 2023 at the international convention in Boston, Massachusetts and will continue through June 30, 2027. *MISSION 1.5* results will be calculated on July 1, 2027.

### How will the Global Membership Approach be integrated into *MISSION 1.5*?

The Global Membership Approach is the process which helps achieve *MISSION 1.5* targets. All districts have a unique opportunity to be successful in membership growth through the Global Membership Approach. Aligning the approach with *MISSION 1.5*, increases accountability, clarifies priorities, motivates leaders and aligns district goals established to *MISSION 1.5* targets.

### What is the role of the Global Action Team (GAT) for *MISSION 1.5*?

GAT plays a vital role in helping districts achieve their *MISSION 1.5* targets by creating a unified approach to all key areas of Lions. GAT – at all levels – are to be positioned to help foster positive membership growth in clubs, increase Lions’ visibility in the community through impactful service and build strong and innovative leaders within districts.

Specifically, GAT constitutional area leaders and area leaders’ responsibilities include the following:

- Charter a club and sponsor new members
- Train districts and clubs on *MISSION 1.5*
- Track the success of their districts
- Provide resources and support
- Be held accountable for achieving *MISSION 1.5* targets for their CA/area

### What is the role of group leaders for *MISSION 1.5*?

Group leaders’ responsibilities include the following:

- Inspire and promote membership growth
- Facilitate and support the FVDG/DGE Training Program
- Actively participate in leadership engagements
- Be a *MISSION 1.5* mentor and advocate for membership growth success

Why are *MISSION 1.5* targets being provided instead of each district selecting their own membership targets?

To achieve 1.5 million members on July 1, 2027, district targets are provided to ensure positive membership growth in all constitutional areas.

How is the district goals process being affected by *MISSION 1.5*?

For the duration of *MISSION 1.5*, membership targets for club extension, new member recruitment and net gain will be established in collaboration with Executive Officers and the Membership Development Committee. These targets will be communicated to FVDGs each year as part of the district goals process.

Are the district goals for service activities, leadership development and LCIF not a priority because of *MISSION 1.5*?

Our mission of service is the reason for *MISSION 1.5*. Increasing membership allows us to expand our service impact through club and community projects and LCIF grants. Furthermore, increasing membership ensures more Lions are available for leadership roles.

Where can I locate my district's *MISSION 1.5* targets?

Beginning August 2023, *MISSION 1.5* targets will be located in the [Reports Directory](#).

