

Global Membership Team

The Global Membership Team (GMT), in tandem with the Global Leadership Team (GLT), was developed to augment the local efforts of the DG teams, operating as action oriented, parallel, mutually supportive teams - each with an enhanced focus.

The GMT concentrates on membership and club growth, and on club health and success. The integrated efforts of the multiple district and district GMTs will address regional growth and development needs while building our membership base, improving club health and service, and enhancing the quality of leadership at all levels of the association.

District Global Membership Team

GMT district member responsibilities include:

I. Goal Setting:

- a. Set district membership, extension and retention goals and implement an action plan incorporating the goals and objectives of the before September 1 of each Lions year.
- b. Develop and promote a district membership, extension and retention plan that includes recognition for the district and individual Lions who make significant contributions to membership, extension and retention program goals.
- c. Motivate club leaders to set goals and develop club programs that improve membership, extension and retention skills.
- d. Present a budget to the district cabinet in order to fund a membership, extension and retention plan.

II. Communication:

- a. Communicate goals and implementation procedures to GMT MD coordinator.
- b. Communicate with GMT/GLT members at least once a month to ensure exchange of information and ideas, to avoid duplication of efforts, and to develop plans that will enhance the overall impact of GMT/GLT efforts.
- c. Keep their district updated on new membership, extension and retention programs and resources.
- d. Publish membership, extension and retention development initiatives in the district newsletter, on the district website, and in other publications.
- e. Establish a monthly reporting system to foster open communication and monitor progress.
- f. Submit a semi-annual report to the GMT area leader, on the status of membership, extension and retention development in the district.

g. Advise the GMT area leader of membership, extension and retention needs to support the district and clubs.

III. Other:

a. Assist GLT MD coordinator in planning and conducting workshops and seminars.

b. Share membership, extension and retention techniques, curriculum, and support using the resources available from Lions Clubs International.

c. Motivate district Lions members to develop and improve their membership, extension and retention skills.

d. Advise the GMT area leader of any new and innovative training techniques that have been successful as a result of their membership, extension and retention development efforts.

The GMT district structure is:

- District Governor
- First Vice District Governor
- Second Vice District Governor
- GMT District Coordinator, supported by:

Membership and New Club Growth Team

Club Success Team

Both the Membership and New Club Growth Team and Club Success Team have resources to help achieve the district goals. These resources include, but are not limited to the following:

- **Membership and New Club Growth Team**
- **Club Excellence Process**
- **New Club Extension**
- **Extension Workshops**
- **New Service Projects**
- **Campus Clubs**
- **Family and Women**
- **Club Branch**
- **Membership Grants (growth projects)**
- **Lions Worldwide Induction Day**
- **October Growth Program**
- **Professional Partners**
- **Membership Key Award Program**
- **Year-Round-Growth Program**
- **Club Success Team**

- **Review Existing Service Projects**
- **Club Excellence Process**
- **President's Retention Campaign**
- **Lions Mentoring Program**
- **New Member Orientation**
- **Guiding Lion**
- **Membership Grants (for engagement/involvement)**
- **Membership Transfers**

Both teams in the district should identify specialists, such as:

- **Family and Women's Membership Development Specialist**
- **Campus Club Specialist**
- **Young Adult under 40 Specialist**
- **Extension/New Club Specialist**
- **Membership Participation Specialist**
- **Membership Development Specialist**
- **Service Activities Specialist**
- **Public Relations Specialist**
- **CEP Specialist**

Specialist responsibilities should be developed by the GMT district team and made available to those holding the position. Below are examples of two specialist positions and should be used to develop others on the team.

Example of Campus Club Specialist

District campus club specialists, appointed by the DG Team in consultation with the GMT multiple district coordinator and the GMT district coordinator, team up with likeminded Lions to build and strengthen campus club membership.

Specialist Duties

- **Oversee campus club development**
- **Take direction and guidance from the GMT district coordinator, district governor and LCI**
- **Establish goals for campus club development and action plans to attain such goals with help and approval from the GMT district coordinator and district governor. These goals should include a timeline for chartering new campus clubs and plan for ongoing membership recruitment for existing campus clubs. A copy of these goals should be sent to the GMT district coordinator, district governor and vice district governor**
- **Conduct research to identify areas of possible campus club extension activities**
- **Offer educational seminars and provide instruction about campus club development for members of the district and for area college educators and administrators**

- Communicate monthly, or more if needed, with the GMT district coordinator, district governor and vice district governor
- Develop articles on campus club extension for district, multiple district and international publications
- Report progress to the GMT district coordinator and district governor. Encourage them to promote campus club growth.
- Provide encouragement, coaching and motivation aids for all Lions actively involved in campus club extension and development activities
- Work with the campus club guiding Lion to assure graduating members of the campus Lions are encouraged to transfer into community-based clubs

Example of Family and Women’s Membership Development Specialist

District family and women’s membership development specialists, appointed by the DG Team in consultation with the GMT multiple district coordinator and the GMT district coordinator, are key contributors in the association’s initiative to bring more families and women into Lions clubs.

Specialist Duties

- Oversee the recruitment and participation of family members and women in Lions
- Take direction and guidance from the GMT district coordinator, district governor and LCI
- Establish goals for recruiting family members and women and develop action plans to attain such goals with help and approval from the from the GMT district coordinator and district governor. These goals should include a timeline and action steps for recruitment and retention of family members and women. A copy of these goals should be sent to the GMT district coordinator, district governor and vice district governor.
- Conduct research to identify areas of possible family member and women recruitment and new service projects
- Offer educational seminars and provide instruction on recruiting family and women members and project development for members of the district
- Communicate monthly, or more if needed, with the GMT district coordinator, district governor and vice district governor
- Develop articles on the recruitment of family members and women for district and multiple district publications and international publications
- Report progress to the GMT district coordinator and district governor and encourage them to become involved in family and women recruitment efforts
- Provide encouragement, coaching and motivation for all Lions directly involved in recruitment and the development of new service projects

Information on the above programs and tools can be obtained by contacting:

Membership and New Club Development Department

E-mail: membershipdev@lionsclubs.org

300 West 22nd Street, Oak Brook, Illinois 60523-8842

Phone: 630-203-3845; FAX: 630-571-1691