



Lions Clubs International

GLOBAL MEMBERSHIP TEAM

MULTIPLE DISTRICT COORDINATOR GUIDE

Lions Clubs International

We make a difference.

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Dear GMT Multiple District Coordinator:

Congratulations on your appointment! The GMT multiple district coordinator position is critically important to the health and vitality of the Lions clubs in your area. It is a considerable job, but comes with numerous rewards. Your success in mentoring and motivating your team and Lions clubs in your multiple district will make the world a better place.

As a GMT multiple district coordinator, you are considered to be knowledgeable in LCI membership programs and policies, an effective mentor, a motivator and most of all, a leader. The contents of this guide will assist you in your new position.

Since members of the Global Membership Team and Global Leadership Team will work closely together, a cooperative relationship between the members of these two teams on global, multiple district and district levels will be the key to involving and engaging members locally and globally. Members of the GMT and GLT - working together - will be a model of success and strength, and a vehicle for developing members and clubs through service and engagement for Lions clubs everywhere.

Please take time to review this guide. If you have any questions or comments regarding this publication or your position, please contact the [Membership and New Club Development Department](#).

Again, congratulations! We look forward to supporting you and your team!

Membership and New Club Development Department
Extension and Membership Division
Lions Clubs International

**Due to the amount of material that is available, this is an online guide.
Please use the links to view/download additional materials.**

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Global Membership Team (GMT)

Background

Membership is critical to the overall success of any organization. An effective membership team will provide vision, guidance and motivation necessary for Lions Clubs International to continue to fulfill its mission of “We Serve.” Lions serve by providing quality, relevant service to their community.

For the past several years, the primary focus of the association has been increasing membership in existing clubs and creating new clubs. Combined with a solid base of effective leadership and service activities, membership growth can be sustained and maximized.

The installation of the Global Membership Team (GMT) in 2008 directly addressed the primary challenges of previous annual membership growth initiatives by providing continuity with flexibility, international goals with specific area plans, new structure based on a proven infrastructure and simplified communication flow between the GMT, multiple districts, districts and clubs. This initiative has been considered a success as membership growth has been achieved.

In fiscal year 2009-2010, a new concept was developed to replace the MERL Program whereby the leadership development function (L) was separated from the functions responsible for membership growth in existing clubs (M), new club extension (E), and member retention (R). The new structure was designed to allow for greater integration of local membership growth efforts and GMT efforts, maximizing the opportunities for success.

A new component of this concept is the Global Leadership Team (GLT), intended to operate as a parallel, mutually supportive specialized team with the GMT. The GLT provides for an enhanced focus on and support of leadership development, which is critical to the success of every LCI program and to the future vitality of the association as a whole.

Members of the GMT and GLT work together to identify, develop and encourage opportunities for present and future Lions leaders, and to develop membership through service.

GMT Overview

The purpose of the GMT is to provide a global structure for membership involvement which is continuous, focused and integrated. The newly expanded GMT Multiple District/District/Single District Teams and GLT Multiple District/District/Single District Teams work in a highly interdependent manner from the international level, to the constitutional area level, the regional levels and to the district level for the benefit and success of the club and in support of Lions’ commitment to service.

By considering historical data, unique geographic and cultural characteristics, and utilizing LCI’s resources and initiatives, members of the GMT stand ready to assist in the identification of district and club service opportunities, development and achievement of membership goals, and recognition of and assistance for struggling clubs. The GMT is a vehicle for communication and motivation, and a stimulus for vision, planning and perseverance.

GMT Multiple District Coordinator

The major responsibilities of GMT multiple district coordinators include area analysis, goal setting/action plan development, communication and collaboration - all guided by a strategic plan.

The success of the GMT Multiple District Team will depend upon its ability to work with others – those in charge of service and membership at the district, zone, region and club levels – as well as those responsible for leadership and training.

Strong GMT Multiple District Team should have trained and motivated leaders, cooperation and collaboration, respect and acceptance, and a strategic plan which includes:

- Data analysis

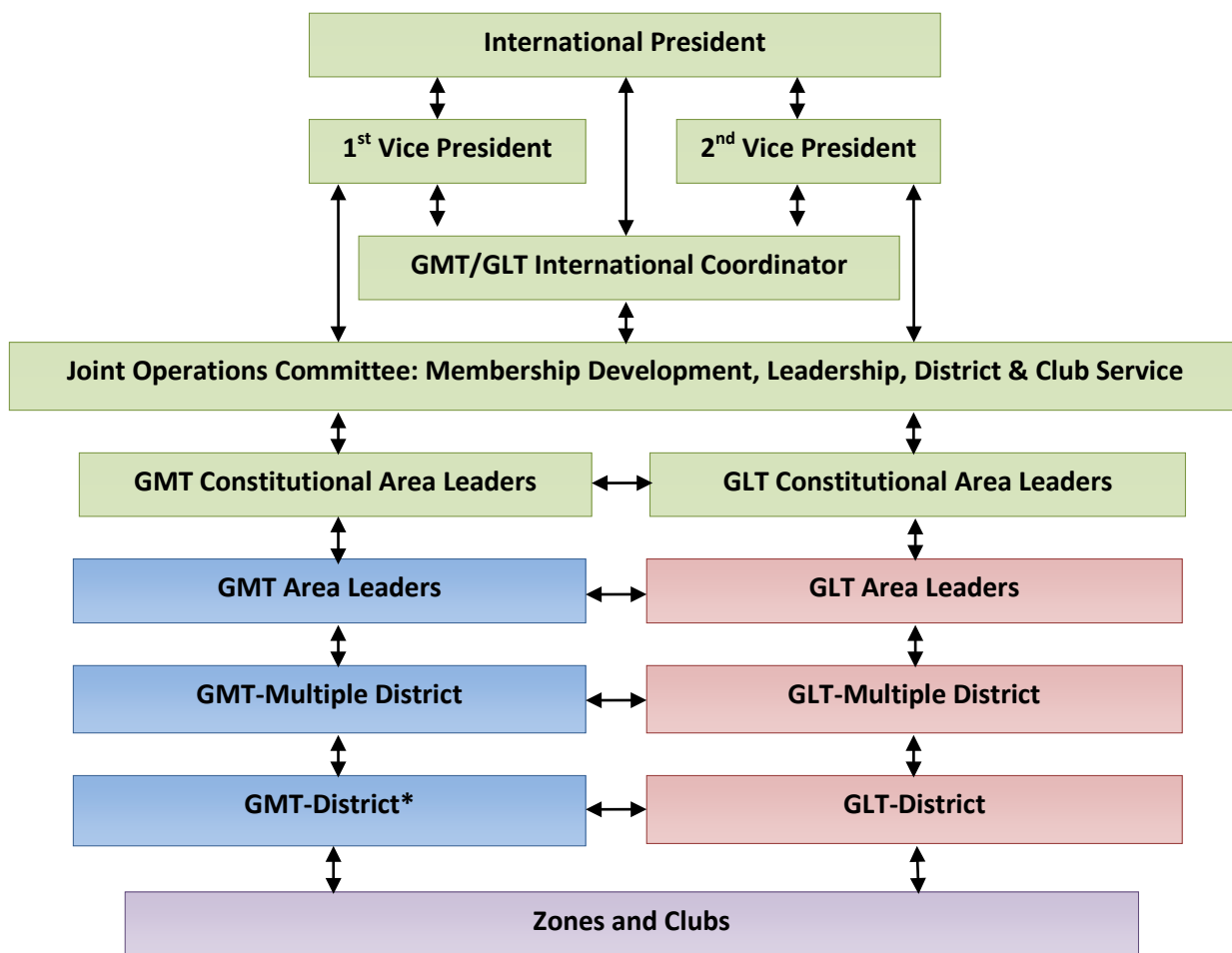
- Membership and service goal setting and action planning
- Scheduled communication

GMT/GLT Structure - From the Global Level to the District Level

The Global Membership Team and Global Leadership Team operate as parallel structures to enhance membership and leadership development. The two structures are connected and coordinated at the international level by an executive council.

The Global Membership Team serves specific constitutional or geographical areas. GMT/GLT appointments are three-year terms to allow for adequate analysis of area needs and development and implementation of need-based programs. All GMT/GLT leaders are subject to annual review and confirmation of appointment or removal based on performance.

The structure of the GMT general mirrors the GLT to allow for effective collaboration. In certain areas, one qualified Lion will serve as both the GMT and GLT representative.



**The GMT-district will compose action teams based on local needs.*

GMT Executive Council

The GMT/GLT Executive Council is composed of the current international president as chairperson, the international vice president as vice chairperson, the second vice president, the chairpersons from the Membership Development Committee, the Leadership Committee and the District and Club Services Committee, an appointed GMT international coordinator, an appointed GLT international coordinator, and the LCI executive director.

GMT Constitutional Area Leaders

GMT and GLT have the same number of constitutional area leaders with the same assigned territories, allowing for coordination and collaboration for maximum impact. GMT constitutional area leaders are appointed by the international president, in consultation with the first and second vice presidents.

GMT Area Leaders

GMT and GLT have an assigned number of multiple districts/districts/single districts to support. In some cases, special area advisors have been added for remote or unique regions. The area leaders representing GMT and GLT interact continuously to effectively address area needs and opportunities. GMT area leaders are appointed by the international president, in consultation with the first and second vice presidents and constitutional area leaders.

Special Area GMT Advisors

In some constitutional areas, special area GMT advisors have been appointed to assist with membership in remote or unique regions.

GMT MD

The GMT MD is composed of a GMT MD coordinator, the council chairperson and additional service/membership development minded Lions. The GMT MD works in cooperation with the GLT MD.

The GMT MD coordinator will develop two teams of three to four Lions each that will support the District Membership & Club Growth Team and the Club Success Team. These Multiple District Teams are appointed for a three-year term, and appointed by the council of Governors in consultation with the GMT MD coordinator and the GMT area leader. These appointments are renewable annually or removable by the International President.

GMT District/Single District

The GMT district/single district is composed of a GMT district coordinator and the District Governor Team. The GMT district coordinator works in cooperation with the GLT district coordinator. GMT district coordinators are appointed by the District Governor Team (district governor, first vice district governor, first vice district governor) in consultation with the GMT MD coordinator. In the case of the single district, the GMT area leader's input will be considered in place of a GMT MD coordinator.

The GMT district coordinator will develop two teams of three to four Lions each that will be the Membership and New Club Growth Team and the Club Success Team. These two teams are appointed for a three-year term, appointed by the DG Team in consultation with the GMT multiple district coordinator and the GMT district coordinator. These appointments are renewable annually or removable by the international president.

Membership and New Club Growth Team Responsibilities

- Identifies opportunities for [building new clubs](#).
- Encourages [outreach to new members](#).
- Identifies candidate clubs for [Club Excellence Process](#) (CEP).

Membership and New Club Growth Team Specialists

- Campus Club Specialist
- CEP Specialist
- Club Builder Specialist
- Family & Women's Specialist
- General Specialist
- Special Interest Specialist
- Young Adult Specialist

Club Success Team Responsibilities

- Focuses on engaging Lions in [community service projects](#) and identifying new opportunities.
- Promotes [service activity reporting](#). (Reported service activity information now appears on Lions club locator page along with e-Clubhouse links, Leo links and branch links.)
- Where appropriate, encourages use of the [President's Retention Campaign](#).
- Supports clubs who have participated in the [Club Excellence Process](#) (CEP)
- Fosters healthy clubs to maintain and engage membership, and assists in the rebuilding of [struggling clubs](#).

Club Success Team Specialists

- CEP Follow-Up Specialist
- Community Service Specialist
- General Specialist
- Member/Membership Satisfaction Specialist
- Mentoring Specialist
- President's Retention Campaign Specialist
- Publications Specialist
- Rebuilding Specialist
- Service Reporting Specialist
- Technology Specialist

Members appointed to the Membership and New Club Growth Team and Club Success Team should be action oriented leaders with proven experience in service activities and membership development.

Zones/Regions/Clubs

The GMT MD, district/single district, zones, regions and clubs work together through:

- Ongoing communication of opportunities and goals presented by GMT leadership to zone, region and club leaders
- Ongoing communication of local service and membership data presented by zone, region and club leadership to GMT leadership
- Utilization of established communication vehicles and reports (i.e. district newsletter, calendar, electronic reminders, club newsletters, etc.)
- Promotion of [LCI membership resources](#)

Collaboration: GMT & GLT

Membership development is important if Lions Clubs International is to meet the ever increasing needs of our communities. Effective leadership offers our members critical information, guidance and motivation to provide quality, relevant service.

Both membership growth and leadership are vitally important to our continued ability as Lions to provide needed community service in an effort to fulfill our mission, "We Serve." This is the reason behind the establishment of the Global Membership Team and the Global Leadership Team.

Together, these two teams have three basic goals:

- Continued membership growth
- Improved club success
- Enhanced leadership quality

While the GMT and GLT are two independent parallel teams, the positive impact of each will only be maximized through a collaborative effort.

Collaboration ensures more effective use of individual talents. No individual Lion possesses all of the knowledge, skills and experience required to increase our membership base and improve the quality of our leadership alone. By working together, the effectiveness of the GMT and GLT can be maximized as we take advantage of the special knowledge and skill set each represents.

Example: The GMT, using its knowledge of club and membership challenges and support programs available, identifies several clubs that want to enhance their membership experience. The GMT encourages them to participate in the Club Excellence Process (CEP) and informs the GLT of the clubs' interest. The GLT, with its expertise in training and interactive facilitation, plans and ensures effective delivery of the CEP workshop.

Collaboration is a source of stimulation and creativity. Open, consistent communication and sharing of challenges, opportunities and ideas can generate new insight or perspectives that an individual would not have discovered. The GMT and GLT can assist each other in developing the most effective plans to tackle challenges and address issues.

Example: The GMT identifies an immediate opportunity to establish a new Lions club in an area. The GMT coordinator is concerned about supporting and nurturing this new club once it has been chartered, as the Guiding Lions in the area are relatively inexperienced. The GMT coordinator shares this concern with the GLT coordinator, who responds that the GLT has just conducted a Certified Guiding Lion Training Program in a neighboring district, where one of the facilitators was a very effective Certified Guiding Lion. Together, the GMT and GLT coordinators decide to pursue a mentoring relationship between the Certified Guiding Lion facilitator and the less experienced Guiding Lions.

Collaboration supports the achievement of goals in a timelier manner. By the GMT and GLT communicating their specific objectives to each other, while focusing on their own responsibilities, can supplement the efforts of the other. The result can be attainment of goals in a shorter time frame.

Example: One of the GLT's objectives is to identify new potential leaders. The GMT, in its interaction with zone chairpersons, is impressed with the enthusiasm and capabilities demonstrated by an individual but are unable to convince this Lion to participate in local training events as the individual cannot attend due to time constraints. The GMT communicates this to the GLT, who follows up to provide guidance and encouragement to the zone chairperson, discussing options and recommending appropriate online training and development opportunities.

The GMT is responsible for membership development through new members, new clubs and encouraging club success to improve retention. The GLT seeks out potential new Lions leaders and encourages their development, while making efforts to enhance the quality of our leadership to maximize performance and our organization's success through the delivery of relevant training and development programs. Through effective collaboration, the overall impact of the two working together will be greater than the sum of its parts.

Steps for Strategic Planning

Strategic planning should be a deliberate and thoughtful process. The council of governors and the GMT Multiple District Team should schedule a preliminary meeting to analyze service and membership data, district trends, and to set goals and action plans for the multiple district based on current and historical membership data.

During the first meeting, time should be scheduled for the following:

Step One: Analyze Membership Data and Trends

- Review last year's goals and results. Identify successful goals and strategies, those which require additional time to achieve results and those which did not produce anticipated results.
- Review current district governor's goals.
- Review the following [membership reports](#):
 - Register Reports

- Missing Club Officers
- Summary of Membership
- Cumulative Reports
- [District Health Assessment Report](#)
- Review existing LCI [materials/resources](#) to assist in capitalizing on service and membership strengths and addressing challenges.
- Refer to the [International President's Theme](#).
- Refer to [Global Service Action Campaigns](#).
- Evaluate existing and potential [PR initiatives](#).

Step Two: Appoint GMT MD Team Members

The GMT MD coordinator will develop two teams of three to four Lions each that will support the District Membership & Club Growth Team and the Club Success Team. These Multiple District Teams are appointed for a three-year term, and appointed by the council of Governors in consultation with the GMT MD coordinator and the GMT area leader. These appointments are renewable annually or removable by the international president.

Step Three: Set Goals/Action Plans

Effective goals often have three characteristics in common. They are 1) definable, 2) realistic, but offer a challenge and 3) measurable.

Following a review of service and membership reports, and an analysis of membership data and trends, complete the **Goal Setting** and **Action Plan** forms included in the back of this guide. Completing these templates will provide a blueprint for success:

- Complete the **Goal Setting** and **Action Plan** templates and communicate goals and plans to GMT District Teams and GMT area leader.
- Present a budget, if needed, to the council of governors to assist in carrying out action plans.
- Consider ideas for recognition for those who have made significant contributions to service and membership goals.

Step Four: Communicate

Establish and maintain a regular flow of communication between the Lions in your multiple district. (Refer to LCI's [PR resources](#) for tools and assistance with public communication plans.)

- Complete a communications schedule.
- Share contact information. Create an e-mail contact list.
- Utilize opportunities to speak at district meetings and conventions.
- Publish news and status reports in multiple district newsletters and Web sites or through other networks and media.
- Communicate multiple district goals, implementation procedures, and results to:
 - GMT area leader
 - GLT multiple district coordinator
 - All Lions in district
- Share successful strategies for service and membership involvement.
- Promote programs and initiatives such as the [president's theme](#), [CEP](#) and [global service action campaigns](#).

Step Five: Motivate & Execute

Every Lion has a different personality and different motivators. Members choose to volunteer for numerous and varied reasons. An effective GMT multiple district coordinator will recognize and foster those motivational factors.

- Keep all members informed – stay in touch!
- Delegate
- Give praise
- Maintain a positive and caring attitude
- Be a good listener
- Treat fellow members with respect
- Maintain high standards

- Celebrate achievements

Refer to the [Lions Learning Center](#) for motivational and educational tools and tips on developing leadership skills.

Step Six Review and Re-Evaluate Goals

- Compare achievements to expectations and goals on a monthly or quarterly basis.
- Adjust strategies where necessary.
- Solicit and consider input from GMT/GLT area leaders, GLT MD coordinators, and GMT/GLT district coordinators.
- Celebrate achievements.
- Expand on and accentuate the positives.



Global Membership Team Resources

Recommended GMT Overview for District

As a representative of the multiple district, the GMT-multiple district coordinator is instrumental in providing effective district level orientation. The GMT-multiple district coordinator will be responsible for assisting districts in developing a vision, establishing goals, and carrying out plans which will enhance the health and success of the clubs and their service to the community.

To help districts achieve membership goals and carry out action plans, the following resources (available on the [LCI Web site](#)) should be encouraged and utilized:

- [District Resource Center](#): The District Resource Center is a comprehensive collection of valuable manuals, forms and reporting tools. Knowledge and utilization of available resources is vital to club success and effective service to the community.
- [Membership and New Clubs](#): Meeting the needs of the community is achieved through healthy, successful clubs and satisfied members.
 - [Start A New Club](#)
 - [Invite Members](#)
 - [Strengthen Membership](#)
 - [Club Excellence Process \(CEP\)](#)
 - [The Global Membership Team](#)
 - [Award Programs](#)
- [Club Rebuilding and Reactivation](#): Lions Clubs International offers multiple levels of support to help strengthen weak clubs and reactivate clubs that have been canceled or placed in status quo.
 - **Increase Membership**: LCI offers several key strategies to help clubs [recruit and retain members](#).
 - **Strengthen Leadership**: The [Lions Learning Center](#) offers valuable courses on how to motivate members, develop effective teams, set goals and more.
 - **Support Meaningful Projects**: The [Planning Projects section](#) has a wealth of creative ideas for sight, youth, environment and other meaningful projects.
 - **Improve Club Management**: The [club officer orientation program](#) provides training and guidance for each position and connects the officers to the information they need.
- [Communicating your activities](#): LCI provides a host of online PR tools and resources. Regular internal communication keeps Lions connected, and public awareness promotes community support.

A **GMT Overview for District Agenda** template is included in this guide. Please collaborate with your GLT counterpart on this orientation.

From the [LCI Website](#), access valuable membership information and resource materials. Go to:

Planning Projects

The screenshot shows the Lions Clubs International website. At the top, there are language options: English, Deutsch, Español, Français, Italiano, Português, Suomi, Svenska, 日本語, 한국어, 中文. Below this is a navigation bar with links: Find a Club, Shop, Submit Reports, Contact Us, Donate, and a search box. The main header features the Lions Clubs International logo and the text "Lions Clubs International". A secondary navigation bar includes: About Lions, Becoming a Lion, The Foundation, Our Work, Our Impact, News and Events, and Member Center. Below this is another navigation bar: Planning Projects, Membership and New Clubs, Managing a Club, Managing a District, Leadership Development, Resources, and Online Community. The main content area is titled "Planning Projects" and includes a "Printer Friendly" icon. A sidebar on the left lists sub-categories: Planning Projects (selected), Sight and Hearing, Youth, Lions Services for Children, Environmental and Community Services, Disaster Preparedness and Relief, Diabetes, Missions, International Relations, Membership and New Clubs, Managing a Club, and Managing a District. The main text area is titled "Lions Give" and contains the following text: "Lions clubs make communities better places to live. And we matter locally, because people know that they can count on us to pitch in. Whether your club wants to focus on improving eyesight – or providing help halfway around the world – our adopted service programs allow you to work on a diverse array of projects." Below this text are three bullet points:

- **Lions give everyone the opportunity to live a healthy life.** Since Helen Keller challenged Lions to be "knights of the blind" in 1925, clubs like yours have worked on [sight projects](#). Your club can also perform service projects that focus on [hearing](#) and [diabetes](#).
- **Lions give youth the chance to learn, grow and serve.** Today's children are our future. That's why many Lions clubs choose to work on [youth projects](#) such as sponsoring a Leo club, a local Peace Poster Contest or a Youth Camp and Exchange – or providing [services for children and youth in need](#).
- **Lions give assistance to our planet and its inhabitants.** Lions also work to protect our environment – and help people in need around the globe. Through our [Community/Environment](#), [International Relations](#) and [Disaster Relief](#) programs, you can do projects that improve your community – and our world.

 On the right side, there is a "Helpful Tools" section with links to Club Resource Center, District Resource Center, and Leadership Resource Center. Below that is a "Lions Clubs International Blog" section with the text: "More than 130,000 people have visited our blog for the latest news from Lions clubs around the world. [Read Blog >](#)" and a small image of a group of people.

Sub-categories include:

- Sight and Hearing
- Youth
- Lions Services for Children
- Environmental and Community Services
- Disaster Preparedness and Relief
- Diabetes
- Missions
- International Relations

[Member Center > Membership and New Clubs](#)

The screenshot shows the website interface for the Member Center. At the top, there are language options (English, Deutsch, Español, Français, Italiano, Português, Suomi, Svenska, 日本語, 한국어, 中文) and a search bar. The main navigation bar includes links for About Lions, Becoming a Lion, The Foundation, Our Work, Our Impact, News and Events, and Member Center. Below this, a secondary navigation bar lists Planning Projects, Membership and New Clubs, Managing a Club, Managing a District, Leadership Development, Resources, and Online Community. The breadcrumb trail reads: Home > Member Center > Membership and New Clubs > Membership and New Clubs. The main heading is "Membership and New Clubs" with a "Printer Friendly" icon. A left sidebar contains a menu with "Membership and New Clubs" selected, and sub-links: Start a New Club, Invite Members, Strengthen Membership, The Global Membership Team, Award Programs, Chairperson Resources, Member Benefits, Managing a Club, Managing a District, and Leadership Development. The main content area features a paragraph: "We serve. We have more volunteers in more places than any other service organization in the world. We are friends, neighbors and leaders ready to help our communities grow." followed by three bullet points: "There are over 45,000 clubs and many reasons for starting a new club. And there are many types of clubs such as traditional, campus and cyber.", "We help communities address unmet needs. Inviting members provides more hands to serve the community. Families share the ability to serve together while students network with their peers.", and "Programs are designed to strengthen membership and enhance the values of Lions clubs members." On the right, there is a Facebook social plugin showing "Lions Clubs International" with 40,663 likes and a "Like" button. Below this, there are small photos of members named April, Train, Gail, Roniv, Roberto, and Yvonne. At the bottom right, there is a section for the "Lions Clubs International Blog" with the text "More than 130,000 people have visited our blog for the latest news from Lions clubs around the world." and a "Read Blog" link.

Sub-categories include:

- Start a New Club
- Invite Members
- Strengthen Membership
- The Global Membership Team
- Award Programs
- Chairperson Resources
- Member Benefits

[Member Center > Managing a District](#)

The screenshot shows the website interface for 'Managing a District'. At the top, there are language options (English, Deutsch, Español, Français, Italiano, Português, Suomi, Svenska, 日本語, 한국어, 中文) and a search bar. The main navigation bar includes 'About Lions', 'Becoming a Lion', 'The Foundation', 'Our Work', 'Our Impact', 'News and Events', and 'Member Center'. Below this, a secondary navigation bar lists 'Planning Projects', 'Membership and New Clubs', 'Managing a Club', 'Managing a District', 'Leadership Development', 'Resources', and 'Online Community'. The breadcrumb trail reads 'Home > Member Center > Managing a District > Managing a District'. The main heading is 'Managing a District' with a 'Printer Friendly' icon. A left sidebar contains a menu with items: 'Planning Projects', 'Membership and New Clubs', 'Managing a Club', 'Managing a District' (highlighted), 'District Resource Center', 'Communicating Your Activities', 'Strengthen Membership', 'Grants', 'Finance', 'Club Rebuilding and Reactivation', 'e-District House', and 'Leadership Development'. The main content area is titled 'We Do It Ourselves' and contains a paragraph: 'Lions do whatever is necessary to help our local communities. Whether you're working to strengthen membership – or seeking a PR grant to help promote projects – the following resources are available to help you manage your district.' Below this is a bulleted list of resources: 'Access the District Resource Center to download frequently used district forms, publications and information.', 'Use PR Tools to help communicate your district's activities.', 'Apply for grants you can use to promote district projects.', 'Get the finance information you need to manage your district funds.', and 'Learn strategies you can use to strengthen membership.' A section titled 'For More Information' provides contact details for the District and Club Administration Division: '(630) 571-5466, ext. 6828' and 'E-mail: districtadministration@lionsclubs.org'. On the right side, there is a 'Lions Clubs International Blog' section with a 'Read Blog >' link and a 'POLL' section asking 'What type of stories are you most interested in?' with radio button options: 'Successful service projects', 'Lions disaster relief efforts', 'LCIF sight initiatives', 'Managing a club', and 'Other'.

Sub-categories include:

- District Resource Center (GMT/GLT Coordinator appointment forms are located here)
- Communicating your Activities
- Strengthen Membership
- Grants
- Finance
- Club Rebuilding and Reactivation
- e-District House

[Club Excellence Process \(CEP\)](#)

What is CEP?

- CEP is a 4-step workshop process dedicated to club improvement.
- Clubs are guided through the process by a facilitator.
- The facilitator is trained by the GLT district coordinator.

The CEP Overview

A participating CEP club will:

- Examine their community's needs
- Analyze their membership experience
- Locate resources
- Develop action plans

After completion of CEP, each participating club should have ideas on how they can improve service to their community.

GMT Participation in CEP

Step 1

- GMT district coordinator identifies candidate clubs:
 - Utilizes Club Health Assessment
 - Utilizes zone chairperson reports

Step 2

- Works with DG team and zone chairperson to encourage club to participate
- Completes and submits **District Request for CEP Resource Support** to GMT district coordinator.
- GMT-district coordinator completes and sends to LCI

Step 3

- GLT district coordinator provides trained CEP facilitator
- CEP facilitator holds training with club and completes CEP

Step 4

- GLT district coordinator provides copies of club plans and goals to GMT district coordinator

Step 5

- GMT provides support to help implement club's goals
- GMT reports progress to LCI

For More Information

- Contact your GLT or GMT district coordinator about implementing the **CEP** in your zone!
- E-mail clubexcellenceprocess@lionsclubs.org with any questions or to obtain a **CEP District Request for CEP Resource Support**.

[Membership and Leadership Development Resource Book](#)

The Membership & Leadership Development Resources Book contains a host of materials and programs available to help clubs and districts meet their goals of providing service to their community. This book will help you understand the Lions Clubs International programs developed to support your efforts.

[Certified Guiding Lions](#)

The first two years is the most critical time for a new club. District governors are encouraged to appoint two guiding Lions, preferably Certified Guiding Lions, to guide the new club through its first 2 years of operation; orient and train new club officers; motivate and support the new club growth.

Public Relations Tools and Information

Public relations involves all forms of communication – written, verbal and non-verbal. It includes writing news releases and distributing promotional flyers. Equally important are actions often taken for granted, such as wearing a Lions lapel pin and marching in a parade.

Leadership Development

The Leadership Resource Center provides Lions with training and development opportunities to promote personal growth and leadership excellence, ultimately, supporting and enhancing our global service efforts.

Extension Workshops

Designed to provide extension-minded Lions an opportunity to learn key strategies to charter Lions clubs and participate firsthand in the formation of a new Lions club. (Available in select locations.)

Goal Setting Template

Goal setting should follow the analysis of membership data for the district. Review last year's goals and results. Identify successful goals and strategies, those which require additional time to achieve results, and those which did not produce anticipated results. New goals should be service and involvement focused with consideration given to the formation and support of new clubs. Data to consider should include:

- Review last year's goals and results. Identify successful goals and strategies, those which require additional time to achieve results, and those which did not produce anticipated results.
- Review the following [membership reports](#):
 - Register Reports
 - Missing Club Officers
 - Summary of Membership
 - Cumulative Reports
 - [District Health Assessment Report](#)
- Review existing LCI [materials/resources](#) to assist in capitalizing on service and membership strengths and addressing challenges.
- Refer to the [International President's Theme](#).
- Refer to [Global Service Action Campaigns](#).
- Evaluate existing and potential [PR initiatives](#).

Goals should be specific, measurable, actionable, realistic and time-bound. When a goal is specific, it is easier to determine if/when the goal has been achieved. If the goal is measurable, progress can be marked toward achievement. If the goal is actionable, members of the district have the authority and/or resources to accomplish the goals.

Following a review of membership data, answer the following questions.

- Based on the analysis of membership data, we see that the multiple district's strengths are:
 - _____
 - _____
 - _____
 - _____
 - _____
- Based on an analysis of membership data, we see that the multiple district's weaknesses are:
 - _____
 - _____
 - _____
 - _____

Our goals in response to our strengths and weaknesses are:

- _____
- _____
- _____
- _____
- _____
- _____

General Notes:

Action Plan Template

Action plans are an extension of goals and provide a map to meet goals.

To achieve the best results, goals and action plans should be on the forefront of membership discussions and activities throughout the year. The action plan below details how to accomplish the goals defined by the GMT multiple district team:

Goal: _____

How? (Action steps)	When? (Deadline for completion)	Who? (Person responsible for action)	How will we know? (How we will know the action step is accomplished)

Need inspiration?

Find service and membership development ideas on our [Web site](#).

[Member Center > Managing a District](#)

Sub-categories include:

- District Resource Center
- Communicating your Activities
- Strengthen Membership
- Grants
- Finance
- Club Rebuilding and Reactivation
- e-District House

[Member Center > Membership and New Clubs](#)

Sub-categories include:

- Start a New Club
- Invite Members
- Strengthen Membership
- The Global Membership Team
- Award Programs
- Chairperson Resources
- Member Benefits

Communicate multiple district goals to the GMT area leader on or before September 1 of each Lions year.

Budget Template

GMT Multiple District Budget Proposal 2011-2012

Please provide a detailed description:

\$ Amount

Materials:		\$
Equipment:		\$
Meeting room expense:		\$
Miscellaneous: i.e. recognition, postage, courier, refreshments		\$

Total: \$

Communications Schedule Template

JUL	AUG	SEP
<ul style="list-style-type: none"> Meeting of GMT District Team 	<ul style="list-style-type: none"> Focus on youth Communicate goals and plans to GMT Area Leader <u>OCT planning</u> – Sight related activities 	<ul style="list-style-type: none"> Status report/goals and plans <u>DEC/JAN planning</u> – Feed the hungry
OCT	NOV	DEC
<ul style="list-style-type: none"> Sight related activities 		<ul style="list-style-type: none"> Feed the hungry Status report/goals and plans
JAN	FEB	MAR
<ul style="list-style-type: none"> Feed the hungry APR planning – Environmental projects 		<ul style="list-style-type: none"> Status report/goals and plans
APR	MAY	JUN
<ul style="list-style-type: none"> Environmental projects Recognition plans 	<ul style="list-style-type: none"> AUG 2012 planning – Focus on youth 	<ul style="list-style-type: none"> Status report/goal and plans

The above template contains suggestions for each month. Please add to the schedule as necessary.



GMT MULTIPLE DISTRICT GOALS STATUS FORM

Name: _____ Multiple District: _____
Phone: _____ Month/Year: _____
E-mail: _____

Action plan(s) implemented this period:

Status of on-going projects:

Membership developments:

Additional comments:



REQUEST FOR CEP RESOURCE SUPPORT

Part 1: To be completed by zone chairperson or club officer and sent to the GMT district coordinator at least four weeks before anticipated workshop date(s).

Two or more clubs may participate in a CEP Workshop. Provide information about each participating club in the space below.

Club Name	Club Number	District	Anticipated Number of Participants

There is more than one format for scheduling and implementing the workshop. You may wish to discuss these formats with your district governor team, GLT district coordinator or club CEP coordinator to assist you in deciding which best suits your club(s) needs.

Check the desired format and provide suggested date(s)

1. Half day of training (approximately 4 hours of training)

Date: _____

2. Two training meetings of 2 hours each (may be presented at a club meeting or other venue)

Dates: _____

3. Four training meetings of 1 hour each (may be presented at club meeting or other venue)

Dates: _____

Indicate the intended venue (ex. Lions club meeting, district convention, zone meeting, etc.):

Provide the intended location(s) of the workshop:

Name of facility if appropriate: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ E-mail: _____

Club CEP coordinator or other contact name: _____

Can materials be shipped to this address after approval? Yes No

Indicate shipping address if different than above:

Name/Title: _____

Mailing Address: _____

Phone: _____ E-mail: _____

Club CEP Coordinator

Each club is to identify a CEP coordinator. The CEP facilitator will communicate with the club CEP coordinator. It is the responsibility of the club CEP coordinator to pass information on to the other club members attending the CEP Workshop.

If you have listed a P.O. Box, please provide a street address for materials shipped by courier.

Name: _____ Club Name: _____ Club Number: _____

Phone: _____ Cell Phone: _____

E-mail: _____

Mailing Address: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Name: _____ Club Name: _____ Club Number: _____

Phone: _____ Cell Phone: _____

E-mail: _____

Mailing Address: _____

Street Address: _____

City: _____ State: _____ Country: _____

Name: _____ Club Name: _____ Club Number: _____

Phone: _____ Cell Phone: _____

E-mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Signature of Originator: _____

Position/Title: _____

Mailing Address: _____

Phone: _____

E-mail: _____

Date Sent: _____

After you have completed Part 1 send or e-mail it to your GMT district coordinator. Keep a copy for your own records. Upon receipt, the GMT district coordinator will review the request, and if approved, will forward the request to the GLT district coordinator for further action.

Questions related to the completion of Part 1 of the form may be directed to:

Membership and New Club Development Department
Lions Clubs International
300 W. 22nd Street
Oak Brook, IL 60523
Phone: 630-203-3831
Fax: 630-706-9258
E-mail: clubexcellenceprocess@lionsclubs.org

Part 2: To be completed by the GLT district coordinator and sent to LCI with a copy to both the GMT and GLT MD coordinator.

Upon receipt of Part 1 of the request, GLT district coordinator should contact potential facilitators. You may wish to consult with GLT MD coordinator or GLT area leader to determine possible facilitators.

List one or more confirmed facilitators whom you have contacted and who have accepted your invitation for the proposed CEP workshop:

If you have listed a P.O. Box, please provide a street address for materials shipped by courier.

CEP Facilitator Name: _____

Phone: _____ Cell Phone: _____

E-mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

CEP Facilitator Name: _____

Phone: _____ Cell Phone: _____

E-mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

CEP Facilitator Name: _____

Phone: _____ Cell Phone: _____

E-mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Upon completion of Part 2, GLT district coordinator will notify GMT district coordinator for approval and/or signature.

I have reviewed and approve the request: _____
(signature of GLT coordinator)

Print your contact information below:

GLT District Coordinator: _____

Mailing Address: _____

Phone: _____

E-mail: _____

Provide GMT district coordinator signature or initial yourself indicating that he/she has acknowledged and approves the request:

GMT District Coordinator: _____

Date sent to LCI: _____

Send both parts of the completed form to:

Membership and New Club Development Department

Lions Clubs International

300 W. 22nd Street

Oak Brook, IL 60523

Fax: 630-706-9258

E-mail: clubexcellenceprocess@lionsclubs.org

GLT district coordinator will receive notification of receipt by e-mail.

GMT Overview for District

It is essential that the GMT district team is thoroughly informed on the GMT's role as a resource. The following agenda is a guideline for presenting the resources available from the GMT MD coordinator. This agenda is intended for a one-day, face-to-face group meeting, but can be modified to fit a webinar or other alternative format to meet the specific needs of your area.

Time	Topic	Content
9:00 a.m.	Welcome/introductions/meeting protocol	<ul style="list-style-type: none"> • Introduce facilitator(s) • Distribute schedule/agenda • Establish meeting protocol
9:15	GMT Overview	<ul style="list-style-type: none"> • Review history/origin of GMT and GLT
9:30	GMT/GLT structure and responsibilities	<ul style="list-style-type: none"> • Review overall structure, each level and respective responsibilities. • Introduce GMT district club growth and club success teams, objectives, and composition of each. • Ask/discuss: What role can GMT District Team members play in developing your club's vision, goals, and action plans? What can you contribute to GMT District Team?
10:00	Collaboration and communication with District Governor Team, GMT District Team, and zone chairs	<ul style="list-style-type: none"> • Review joint responsibilities and common goals. • Ask/discuss: In what areas must we work together with GMT District Team? Zone chairpersons? What avenues and frequency of communication will work best?
10:15	Setting goals	<ul style="list-style-type: none"> • Discuss process of effective goal setting including GMT district goals.
10:40	Sponsoring new clubs	<ul style="list-style-type: none"> • Review process and related tools. Discuss importance of communication to new clubs; importance of extension.
11:40	Identifying service projects	<ul style="list-style-type: none"> • Review process for identifying relevant service projects for clubs, working with community leaders, presidential service initiatives, reporting.
12:00	Lunch	
1:00 p.m.	Inviting members	<ul style="list-style-type: none"> • Review methods of inviting new members and aspects to consider before extending invitation. • Discuss communication of dues structure. • Discuss importance of new member orientation, related tools and resources, including GLT-district.
1:30	Young adults	<ul style="list-style-type: none"> • Review components to assess club's readiness to attract young adults and how to work with young adults. • Review Campus Clubs and Branch Clubs. • Ask: How will you bring more young adults into your club as Lions members? What other target markets present opportunities in your area?
2:00	Member care	<ul style="list-style-type: none"> • Review why caring for each Lions club member is important. • Discuss resources such as Club Health Assessment, Club Excellence Process (CEP), and other related resources. • Ask/discuss: How will you encourage clubs to take care of their individual members? What tools will you use?
3:00	Public relations	<ul style="list-style-type: none"> • Review why public relations is important & methods of building awareness • Review e-Clubhouse tool and related benefits for clubs.
3:20	Membership programs and resources	<ul style="list-style-type: none"> • Review LCI resources. • Ask/discuss: What programs have you used/observed? Which were of value to you? What programs are not available that might be needed?
4:00	Questions	



GLOBAL MEMBERSHIP TEAM (GMT) MD COORDINATOR APPLICATION PACKET

Lions who meet the qualifications listed below for GMT MD coordinator should be considered for this position. Once a candidate has been determined, they should then be presented with the application - to be completed and returned as soon as possible. The council chairperson, along with the present and past multiple district leaders should be knowledgeable about the qualifications and expectations of this position in order to effectively collaborate with the GMT Area Leader to identify qualified candidates.

Qualifications

The GMT MD coordinator candidate must possess the abilities and skills to identify, expand and present membership, extension and retention development programs that meet the needs of their multiple district. Additional qualifications include:

1. In-depth knowledge of LCI, multiple district and local needs of sub-districts.
2. Ability to mentor future leaders and to identify leaders.
3. Extensive knowledge of membership, extension and retention programs and field positions, especially District Governor Teams.
4. Previous experience organizing training at multiple district conventions and ideally at Area Forums.
5. Ability to effectively deliver training and education.
6. Ideally a recent graduate or faculty member from LCI Lions Leadership Institute (Senior or Faculty Development) with high evaluation score.
7. Ability to commit to a three-year term as GMT MD coordinator, accepting no other position(s) within the association that would potentially conflict with the time and energy necessary to carry out the duties and responsibilities of this position.
8. Ability to travel within the multiple district.
9. Ability to participate in membership, extension and retention training and development opportunities sponsored by LCI.
10. Ability to effectively collaborate with GLT counterpart to address multiple district needs.

LIONS CLUBS INTERNATIONAL GLOBAL MEMBERSHIP TEAM (GMT) MD COORDINATOR APPLICATION

Appointment for a GMT MD coordinator is a three-year term

TO SERVE: JULY 1, _____ THRU JUNE 30, _____
(Please type or print all information)

Multiple District #: _____

Candidate Name: _____	Membership #: _____
Address: _____	Residence Telephone: _____
City: _____	Residence Fax: _____
State/Province: _____	Residence E-Mail: _____
Zip/Postal Code: _____	Business Telephone: _____
Country : _____	Business Fax: _____
Occupation: _____	Business E-Mail: _____
Club Name: _____	Club Number : _____
Current Lion Title: _____	# of Years as a Lion: _____

(Include country and city codes before telephone numbers)

Please state any volunteer or professional experience that would qualify you for this position

- Check Lion Positions Held:
 International Director
 District Governor
 District Chairperson: Membership Extension Retention Leadership Development
 Region Chairperson
 Zone Chairperson
 Club Chairperson: Membership Extension Retention Leadership Development
 Other (specify): _____

Approximate number of hours per week you will be able to dedicate to this position:

What days or hours are you unavailable to serve in this position?

Are you available to travel throughout the district to conduct membership, extension and retention development programs?
 Yes No

Please state situations or conditions that might limit the time or energy of your services:

MAJOR RESPONSIBILITIES OF A GLOBAL MEMBERSHIP TEAM (GMT) MD COORDINATOR

Please carefully review the following major responsibilities and sign the commitment statement below

Job Description

I. Goal Setting:

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

II. Communication

- a. Communicate goals and implementation procedures to all GMT district coordinators.
- b. Communicate with GLT MD coordinator 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 effectiveness of GMT/GLT efforts.
- c. Keep multiple district and districts updated on new membership, extension and retention development programs and resources.
- d. Publish membership, extension and retention development initiatives in the multiple district newsletter, on the multiple district website, and in other publications.
- e. Establish a monthly reporting system to foster open communication and monitor each district's progress and provide monthly feedback to GMT district coordinators, multiple district and international officers.
- f. Submit a quarterly report to the GMT area leader on the status of membership, extension and retention development in the multiple district.
- g. Advise the GMT area leader of leadership development needs to support the multiple district, districts, and clubs.

III. Training:

- a. Collaborate with GLT MD coordinator in planning and conducting workshops and seminars
- b. Share membership, extension and retention development techniques, curriculum, motivation and support using the resources available from Lions Clubs International
- c. Motivate multiple district and district Lions members to develop and improve their membership, extension and retention skills
- d. Advise the Membership Operations Department of any new and innovative training techniques that have been successful as a result of their membership, extension and retention development efforts

I have read the above responsibilities of a GMT MD coordinator and agree to execute them to the best of my abilities.

Applicant (Signature)

Applicant (Print Name)

Date

Multiple District

FOR MULTIPLE DISTRICT USE ONLY

The Council of Governors has appointed the above candidate to serve as the GMT MD Coordinator for the term **July 1, _____ thru June 30, _____.**

Council Chairperson (Signature)

Date

GMT Area Leader (Signature)

Date

Submit completed form to:

Lions Clubs International
Membership and New Club Development
Department
300 W. 22ND Street
Oak Brook, IL 60523-8842 USA
Fax: (630) 706-9194
E-mail: globalmembershipteam@lionsclubs.org