



Lions Clubs International

GLOBAL MEMBERSHIP TEAM

RESOURCE GUIDE

Lions Clubs International

We make a difference.

300 W 22ND STREET • OAK BROOK ILLINOIS 60523-8842 USA • 630.571.5466



Welcome to the Global Membership Team (GMT) of Lions Clubs International. Your position on GMT is critically important to the health and vitality of the Lions clubs in your area. It is a challenging job, but comes with numerous rewards. Your success in mentoring and motivating your team and Lions clubs will make your community a better place.

As a part of GMT, 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 position.

Members of the GMT and Global Leadership Team (GLT) 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 new 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](#).

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

*This guide is most effective when used as an electronic publication and when connected to the Internet.
Please use the links within to view/download materials and resources recommended throughout.*

Table of Contents



Welcome	i
GMT Overview and Structure	1
Background	1
GMT Overview	1
GMT/GLT Structure	2
Executive Council	3
GMT International Coordinator	3
Constitutional Area Leaders	3
Area Leaders	3
Special Area Advisors	3
Multiple District GMT	3
District/Single District GMT	4
Regions, Zones and Clubs	4
Goals, Objectives and Responsibilities	5
GMT International Coordinator	5
GMT Constitutional Area Leaders	5
GMT Area Leaders/Special Area GMT Advisors	5-6
Multiple District GMT	6
District GMT	6
GMT Membership and New Club Growth and Club Success Teams	7
<i>Membership and New Club Growth Team</i>	7
<i>Club Success Team</i>	7
Region and Zone Chairperson – GMT District Team	7
Collaboration: GMT & GLT	8
Communication	9
Global Membership Team Resources	10
Membership Reports	10
Invite Members	11
New Members	11
Existing Clubs	11
New Clubs	12
Other useful resources	12
<i>Award Programs</i>	12
<i>Certified Guiding Lions</i>	12
<i>Club Excellence Program</i>	12
<i>Community Needs Assessment</i>	12
<i>GMT Resource Center</i>	12
<i>Just Ask!</i>	13
<i>Leadership Development</i>	13
<i>Managing a District</i>	13
<i>Membership and Leadership Development Resource Book</i>	13
<i>Membership Satisfaction Guide</i>	13
<i>Monthly Membership Netcasts</i>	13
<i>My LCI</i>	13
<i>New Club Development Program</i>	13-14
<i>Planning Service Projects</i>	14
<i>Public Relations Tools and Information</i>	14
Appendix	15-21

Global Membership Team Overview & Structure



Background

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

The installation of the 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. 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 key component of this concept is the GLT, intended to operate as a parallel, mutually supportive specialized team with GMT. 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 of the association as a whole.

Members of 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 GMT structure, which encompasses representation at the multiple district and district levels and includes district governor teams, provides a comprehensive global platform for developing membership from the club level up 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 GMT stand ready to assist in:

- The identification of district and club service opportunities
- Development and achievement of membership goals
- Recognition of and assistance for struggling clubs.

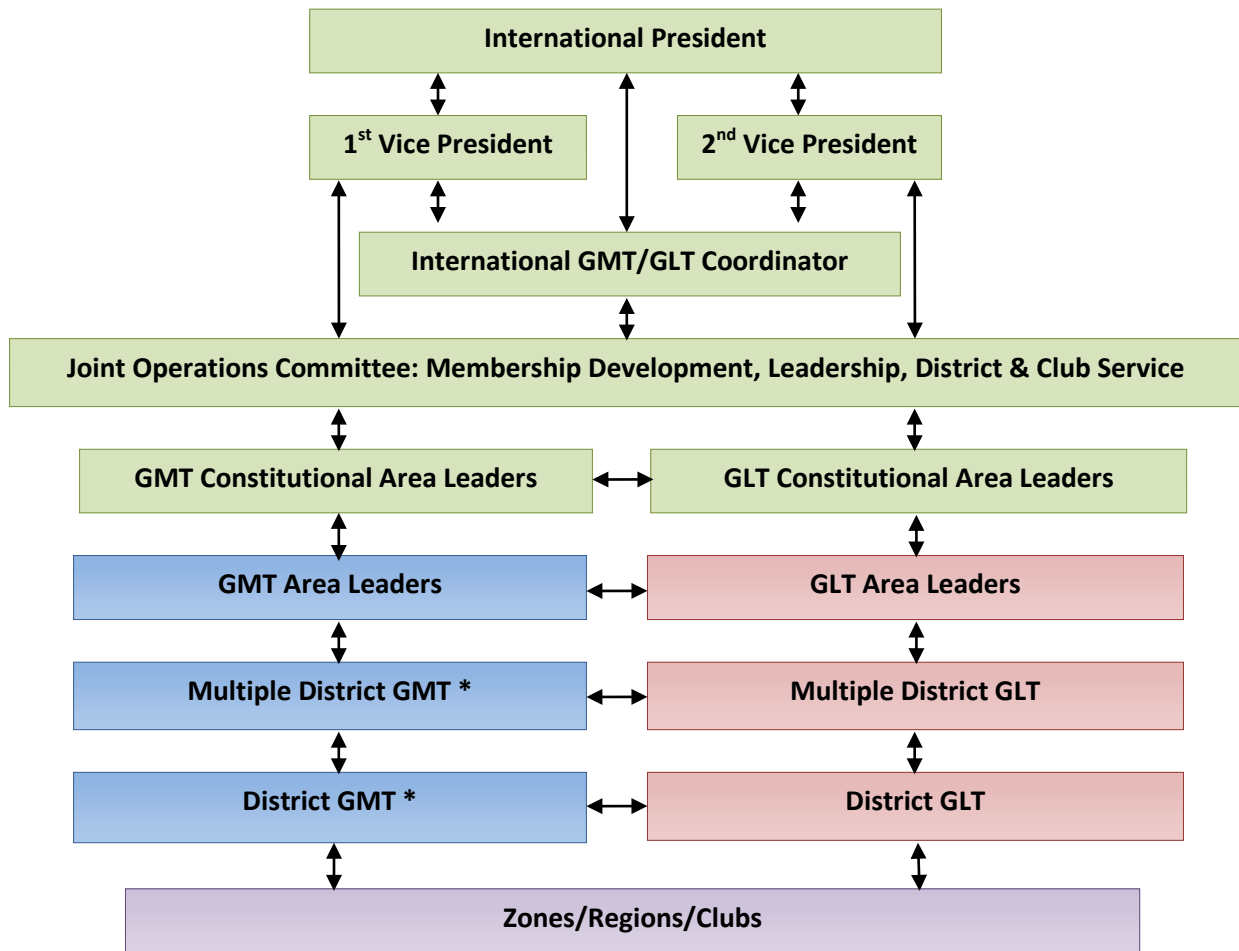
GMT is a vehicle for communication and motivation, as well as a stimulus for vision, planning and perseverance.

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

The GMT and GLT 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.

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



**3 – 4 Club Success specialists and 3 – 4 New Club Growth specialists will be appointed to action teams for both the multiple district and district GMT based on local membership needs.*

Executive Council

The GMT/GLT Executive Council is composed of:

- The international president as chairperson
- The first international vice president as GMT liaison
- The second vice president as GLT liaison
- 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
- The LCI executive administrators

International Coordinator

The GMT international coordinator is an appointed member of the GMT/GLT executive council, serving as the operational contact between the 1st vice president and the GMT worldwide structure. The GMT international coordinator reports to the executive officers, supports GMT constitutional area leaders, assesses and prioritizes area needs, encourages GMT area leaders and advisors, and represents the GMT at various membership meetings and events worldwide. He/she works in collaboration with LCI's Extension and Membership Division staff to encourage achievement of GMT goals and objectives.

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.

Area Leaders

GMT and GLT have an assigned number of multiple districts/districts/single districts to support. 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 Advisors

In some constitutional areas, special area GMT/GLT advisors have been appointed to assist with membership/leadership initiatives in remote or unique regions. Advisors work in conjunction with area leaders to communicate specific trends and needs, as well as provide support for local areas.

Multiple District GMT

The multiple district GMT is composed of an MD GMT coordinator, the council chairperson, 3 to 4 Club Success Team members and 3 to 4 Membership and New Club Growth Team members. The MD GMT works in cooperation with the MD GLT. Club Success and Membership and New Club Growth Teams are more fully explained under the Goals, Responsibilities and Objectives section.

MD GMT coordinators and other team members are appointed for a three-year term by the council of governors, in consultation with the GMT area leader and council chairperson.

District/Single District GMT

The district GMT is composed of a district GMT coordinator, the district governor team, 3 to 4 Club Success Team specialists and 3 to 4 Membership and New Club Growth Team specialists. The district GMT works in cooperation with the district GLT. The Club Success Team and Membership and New Club Growth Team are more fully explained under the Goals, Responsibilities and Objectives section.

District/single district GMT coordinators and other team members are appointed for a three year term by the district governor team, in consultation with the GMT area leader, MD GMT coordinator (where applicable).

Regions, Zones and Clubs

In addition to 3 to 4 specialists, zone chairpersons (region chairperson where applicable) appointed by the district governor each year will also serve on both the GMT Membership and New Club Growth Team and the Club Success Team and will work directly with their clubs.



Goals, Objectives and Responsibilities

GMT allows for a concentrated emphasis on membership growth, engagement of members and formation of new clubs. This will benefit the association through increased membership and participation, as well as a stronger commitment to local and global humanitarian service.

While the GMT structure is comprised of several levels of leadership, the goals and objectives remain consistent throughout:

- Maintain a knowledge and understanding of membership data and trends, and unique geographic/cultural characteristics
- Identify locations for new club development
- Provide assistance in the development and implementation of area membership goals and strategic plans
- Identify and assist struggling clubs
- Identify and promote service opportunities
- Recognize and share successful membership strategies
- Know and promote LCI membership development resources and initiatives
- Emphasize communication, vision, planning and collaboration

Specific responsibilities for each GMT level include:

GMT International Coordinator

- Supervises, supports and motivates GMT constitutional area leaders
- Enhances awareness and understanding of the need for membership development, member satisfaction and club success at all levels of the association, and encourage the chartering of new clubs by all districts
- Encourages GMT area leaders to support multiple districts, districts and clubs in attainment of membership goals
- Develops strategies to address dropped members, new club development and new member invitations to existing clubs based on input from GMT leaders and coordinators
- Advises GMT/GLT executive council on membership standing and trends, membership development needs and progress in each of the constitutional areas based on input from GMT leaders and coordinators
- Identifies and encourages potential Lions leaders based on aptitude, experience and interest

GMT Constitutional Area Leaders

- Supervises supports and motivates GMT area leaders
- Ensures membership development is emphasized at area forums
- Enhances awareness and understanding of the need for membership development and satisfaction at all levels of the association
- Assesses constitutional area needs based on input from GMT area leaders
- Advises executive council and the Extension and Membership Division on membership development needs and progress
- Collaborates with GLT counterpart to identify needs, opportunities and recommend strategies
- Identifies and encourages potential membership leaders based on aptitude, experience and interest

GMT Area Leaders/Special Area GMT Advisors

- Supervises, supports and motivates multiple district or district GMT teams
- Assesses area needs based on input from multiple district GMT teams
- Works with MD and district to develop membership growth and satisfaction goals and plans
- Ensures membership development and satisfaction is encouraged throughout the area
- Advises constitutional area leader (or area leader if a special area advisor) and the Extension and Membership Division on membership development needs and progress
- Collaborates with GLT counterpart to identify needs, opportunities and recommend strategies
- Identifies and encourages potential membership leaders based on aptitude, experience and interest

- Monitors membership reports and communicates with districts to provide assistance or recognition for concerns or accomplishments
- Provides feedback on MD and district reporting
- Submits quarterly membership reports to the GMT constitutional area leader and to LCI Headquarters

Where language, geography or other unique circumstances require, a special area GMT advisor will be appointed to carry out GMT responsibilities. The GMT area leader and special area GMT advisor will maintain open communication, and area updates will be provided to the GMT area leader by the advisor on a continuous basis.

Multiple District GMT

- Supports and motivates district GMT
- Collaborates with the multiple district GMT team and area leader on:
 - Membership development needs in multiple district
 - Membership goals and action plans for the multiple district
 - Appointment of [Membership and New Club Growth Team and Club Success Team](#) to grow membership and increase service activities
- Ensures [membership development](#) and [satisfaction](#) is encouraged throughout the multiple district
- Identifies areas and encourages each district to [charter a minimum of one new Lions club each year \(Promotes the use of a new club development consultant to assist in new club formation available in applicable areas\)](#)
- Promotes the [Club Excellence Process \(CEP\)](#)
- Promotes LCI [membership tools and resources](#)
- Identifies and encourages potential [membership leaders](#) based on aptitude, experience and interest
- Monitors membership reports and communicates with districts to provide assistance with concerns or recognition for accomplishments
- Analyzes membership data and trends using various published [membership reports available from LCI](#) and/or district
- Submits quarterly membership reports to LCI
- [Presents a budget](#) to the council of governors to fund membership development plans

District GMT

- Supports and motivates region, zone and club leaders
- Collaborates with the district and multiple district GMT team on:
 - Membership development needs in the district
 - Membership goals and action plans for the district
 - Appointment of [Membership and New Club Growth Team and Club Success Team](#) to grow membership and increase service activities
- Ensures [membership development](#) and [satisfaction](#) is encouraged throughout the district
- Identifies areas and creates plans to [charter a minimum of one new Lions club each year](#). Requests a new club development consultant to assist ([in applicable areas](#)).
- Works with GLT counterpart for new club support training i.e. [Certified Guiding Lions and club officer training](#)
- Promotes and identifies clubs to participate in the [Club Excellence Process \(CEP\)](#). Works with GLT counterpart to assist participating clubs in achieving goals
- Promotes LCI [membership tools and resources](#) to region, zone and club leaders
- Identifies and encourages potential [membership leaders](#) based on aptitude, experience and interest
- [Monitors membership reports](#) to identify trends and develop strategies. Communicates with region, zone and club leaders to provide assistance or recognition for concerns or accomplishments.
- Compares membership achievements to expectations and goals on a monthly or quarterly basis and adjusts strategies where necessary
- Submits quarterly membership reports to LCI
- [Presents a budget](#) to the district cabinet to fund membership development plans
- Motivates Lions to enhance and improve their membership development skills
- Develops and promotes a [plan of recognition](#) for the district and individual Lions where significant contributions to membership development have been made

GMT Membership and New Club Growth and Club Success Teams

The multiple district and district GMT coordinators will develop two teams of 3 to 4 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. Multiple district teams are appointed by the council of governors in consultation with the MD GMT coordinator and the GMT area leader. District teams are appointed by the DG Team in consultation with the multiple district GMT coordinator and the district GMT coordinator. Success Team specialists are recorded by the MD and district through *My LCI*.

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 \(CEP\)](#)

Examples of Membership and New Club Growth Team Specialists:

- [Campus Club Specialist](#)
- [CEP Promotional Specialist](#)
- [New Club Development Specialist](#)
- [Family & Women's Specialist](#)
- [Special Interest Club Specialist](#)
- [Young Adult Specialist](#)

Club Success Team

Responsibilities:

- Focuses on engaging Lions in [community service projects and identifying new service opportunities](#)
- Promotes [service activity reporting](#)
- Promotes [member satisfaction](#)
- Supports clubs who have participated in the [Club Excellence Process \(CEP\)](#)
- Fosters healthy clubs to maintain and engage members, and assists in the rebuilding of struggling clubs

Examples of Club Success Team Specialists:

- [CEP Follow-Up Specialist](#)
- Community Service Specialist
- Member/Membership Satisfaction Specialist
- Mentoring Specialist
- Publications Specialist
- Rebuilding Specialist
- Service Reporting Specialist
- Technology Specialist

Region and Zone Chairperson – GMT District Team

- Promotes [membership resources to clubs](#)
- Promotes and identifies clubs to participate in the [Club Excellence Process \(CEP\)](#)
- Ensures that [club membership chairpersons](#) know their roles and responsibilities
- Identifies communities for [new club charters](#)
- Emphasizes engagement of members in [new or existing service projects](#)
- Encourages clubs to implement a [membership growth plan](#) and to promote their activities within the community
- Communicates membership development needs and [successful strategies](#) to fellow district GMT members



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 four basic goals:

- Continued membership growth
- Chartering of new clubs
- 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 Pro 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 communicating their specific objectives to each other, while focusing on their own responsibilities, the GMT and GLT 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.



Communication

Communication is not just important, it is necessary for the GMT to succeed. With emphasis on teamwork and collaboration, accomplishment of GMT goals requires interaction among a variety of Lions.

The most effective GMT members will exchange information related to goals, action plans and specific tasks including what is to be done, how it is to be done, who will do it, what resources are required, establishing timelines, etc. GMT efforts made without effective communication are likely to fall short of their objectives.

Multiple district and district GMT teams should communicate regularly to ensure all team members remain focused on the achievement of the goals set. Goals should be collectively established and all team members should be in full support and dedicated to carrying out the action plan(s) the team develops. Team discussions can occur in person, over the phone, or online as determined by the team members. Whatever the method, this regular communication must take place for the benefit of the team and the MD/district.

The district GMT coordinator communicates with the MD GMT coordinator, or in the case of a single district, the GMT area leader. The method and frequency of this communication will be determined by the MD GMT, GMT area leader or special area advisor. This exchange of information is critical to maintaining a current knowledge of programs, priorities and resources. The MD GMT coordinator and/or GMT area leader can provide guidance, help sort out challenges and identify options for meeting those challenges, and share best practices successfully employed in other areas.

A wide range of topics should be addressed, some of which include:

- MD GMT goals, and in turn, district GMT goals (they should relate)
- MD and district action plans
- Quarterly reports
- Membership development programs and resource information
- Specific challenges and opportunities
- GMT best practices
- Motivation and inspiration

The GMT area leaders are responsible for reporting progress to the GMT constitutional area leader and to LCI, so it is important to consistently share what the GMT is doing, what the impact is, and what obstacles you need to overcome. In this way, the GMT and LCI can collaborate to provide the tools and resources necessary to meet the needs of each area – all in an effort to improve the overall quality of Lions membership so that we can continue to effectively provide needed service to our communities.

Of course, your communication must not be limited to those mentioned above. As collaboration with the GLT is critical, your GLT counterpart should be included in your communications circle. Other Lions including past leaders, current leaders, and members at all levels can also share valuable input to assist your GMT efforts. Maintaining open communication will ensure you can take advantage of every opportunity to promote excellence in membership – we never know from where the next great idea will come.



Global Membership Team Resources

Membership Reports

[Club Health Assessment Report](#)

This report includes specific club information such as the club's status, membership growth statistics, reporting history, financial status and the LCI donations made by members of the club.

The following will appear in red:

- If year-to-date membership is showing a 20% or more net loss
- If a club has not submitted a monthly membership report in three or more months
- If a club has not reported their club officers in one or more year.
- If a club has not submitted a service activity report in 12 or more months
- If a club has a balance over 90 days

At the end of the report, there is a summary that measures the health of the district.

For club health assessment action strategies, please see the Appendix.

[The District Health Assessment](#)

This report includes a summary of the Club Health Assessment and also indicates the number of zone chairpersons that have been reported and any district team vacancies that exist.

[Register Reports](#)

This membership report includes specific club information such as the club's status, last monthly membership report date, starting membership of the fiscal year and any membership changes that have taken place during the current fiscal year.

[Cumulative Reports](#)

This membership report shows by district and then multiple district the number of:

- Total clubs
- New clubs
- Dropped clubs
- Re-organized clubs
- Status quo clubs
- Charter members
- Reinstated members
- Transferred members
- Total members added
- Total members dropped
- Total status quo member
- Total membership
- Gain/Loss total for the fiscal year

At the end of the report there is a summary by constitutional area, as well as some countries that have two or more multiple districts and other special areas.

[Summary of Membership](#)

This membership report provides a summary of membership types and gender by club.

[Missing Club Officers](#)

This report shows by district what clubs are missing a president, secretary, or treasurer. GMT should follow up with these missing officers to ensure they are reported to LCI so they receive proper communications and recognitions.

Monthly Membership Progress Report

This report provides a membership overview for the fiscal year. It also provides the status of achieving membership and new club development goals that were set by the current district governor.

5 Year Trend

This reports shows the district's membership performance over the last five fiscal years. This report is also provided to the DGEs to assist them with the development of their membership goals for their year as district governor.

This report is available by making a request to the [Membership and New Club Development Department](#).

Invite Members

- [Just Ask!](#) – A guide to recruiting new members and effectively managing club growth
- [Family Membership](#) – A program to help increase quality family time and emphasize the importance of being a role model while providing community service
- [Family and Friends Month](#) – An initiative which introduces family and friends to serving their community
- [Student Member Program](#) – A program for students between the ages of legal majority through 30
- [Leo to Lion Program](#) – A program for current or former Leos to join an existing Lions club or charter a new Lions club
- [Young Adults](#) – A guide to recruiting young adults who can bring new energy, diverse skills and help ensure the continued success of the club

New Members

- [New Member Welcome Book](#) – Welcomes new members and provide information on Lions' history, activities, structure, Lions Clubs International Foundation and more
- [New Member Orientation](#) – Provides a foundation for new members and helps them understand how the club functions, their role, their district and the association
- [Connect Through Social Media](#) – Connect to the worldwide community of Lions by sharing community stories, photos and best practices through Lions' online community including LCI and LCIF websites, Facebook, Twitter, Instagram, Pinterest, Flickr, Google+, and LinkedIn
- [Start Shopping](#) – The LCI's online store provides the ideas and supplies needed to promote Lionism and recognize exceptional Lions in your area

Existing Clubs

- [Club Membership Chairperson Guide](#) – A guide to assist club membership chairpersons in understanding their role, and creating and organizing their action plans
- [Club Excellence Process](#) – An interactive process brings club members together and provides the tools to strengthen service, improve club effectiveness and enhance membership experience. Additional information is provided in the Appendix of this guide.
- [Membership Satisfaction Guide](#) – A guide to ensuring a fulfilling experience for club members
- [How Are Your Ratings?](#) – A survey for assessing the club experience and satisfaction
- [Mentoring Program](#) – A program for preparing Lions for leadership roles in Lions and their personal lives
 - [Basic Mentoring Program](#)
 - [Advanced Mentoring Program](#)
- [Guiding Lions and Certified Guiding Lions](#) – A training program to certify Lions in new club support

New Clubs

- [New Club Development Guide](#) – An easy to follow guide to building need based clubs in your community
- [Certified Guiding Lion Program](#) – A program for training and certifying Lions in new club support
- [New Club Officer Support](#) – A guide to resources for newly appointed club officers
- [New Club Development Workshop Program](#) – A program to assist districts in qualifying areas on the development of new clubs in their area

Other useful resources:

Award Programs

Volunteers appreciate recognition. LCI membership award programs recognize Lions, clubs and districts for their accomplishments.

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 two years of operation, orient and train new club officers, and motivate and support the new club's growth. Certified Guiding Lions can and should also be utilized in existing clubs in instances requiring guidance and support.

Club Excellence Program

The *Club Excellence Process* (CEP) is a resource dedicated to club improvement. CEP provides clubs with the tools to evaluate and improve club health, enhance their membership experience and improve service to their local communities. Clubs can choose between two versions of CEP: CEP Pro and CEP Lite. *Please see **Appendix** for additional information.*

Community Needs Assessment

The *Community Needs Assessment* is a tool for assessing the programs and services needed in your community. It helps Lions identify priority service projects and programs.

GMT Resource Center

The GMT Resource Center is a convenient online connection to up-to-date membership and club development materials, programs, forms and templates.

- [Multiple District GMT online forms and templates](#)
 - MD coordinator appointment form
 - MD action plan template
 - MD budget proposal
 - MD communications schedule
 - MD goal setting template
 - MD goals status form
 - MD recognition plan
 - MD coordinator report to GMT area leader
- [District GMT online forms and templates](#)
 - District coordinator appointment form
 - Single district coordinator appointment form
 - District action plan template
 - District budget proposal
 - District communications schedule
 - District goal setting template
 - District goals status form
 - District recognition plan
 - District coordinator report to GMT multiple district

Just Ask!

Just Ask! guides clubs through the process of recruiting new members and effectively managing club growth, helping Lions to prepare effective outreach plans.

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.

Managing a District

Topics include:

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

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 LCI programs developed to support your efforts.

Membership Satisfaction Guide

The *Membership Satisfaction Guide* helps clubs remain healthy and vital by learning and reacting to the experiences and expectation of its members.

Membership Success Stories

Sharing successful membership initiatives and strategies helps fellow districts and clubs in achieving their goals as well. LCI's online access for submitting and reviewing membership success stories can take the guess work out of tasks and inspire ideas for projects and initiatives.

Monthly Membership Netcasts

Netcasts provide an opportunity for Lions to learn about various membership programs and discuss membership topics. Panelists are made up of Lions from around the world and Extension and Membership staff. Netcasts are currently conducted in English only.

My LCI

The My LCI portal is specially-designed Web page designed to provide member, club, district and association information in a user-friendly and easily accessible format.

New Club Development Program

The New Club Development Workshop Program is designed to help Lions start new clubs. Lions learn key strategies for identifying potential club locations and how to approach and recruit important community leaders into a new Lions club.

Districts in North America, Latin America, Australia/New Zealand/Indonesia can submit a request to have a new club development consultant come to their district for up to five days to train and assist in the formation of a new club. Consultants are Lions with extensive knowledge in forming new clubs and are ready to assist your district.

Districts have the option to have classroom training on new club formation, an informational night for the perspective members on the last day of the workshop, and Certified Guiding Lion Training.

For more information on the New Club Development Workshop Program, please visit the LCI website or contact the [Membership & New Club Development Department](#).

Planning Service Projects

Topics include:

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

Public Relations Tools and Information

Public relations involve 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.



Appendix

Club Excellence Process (CEP)

Program Summary

The **Club Excellence Process** (CEP) is a program dedicated to club improvement. CEP provides clubs with the tools to evaluate and improve club health, enhance their membership experience and improve service to their local communities.

Clubs can choose between two versions of CEP:

- **CEP Pro** is a facilitator-led workshop. It's designed for clubs that would like to have a trained Lion facilitator come in and guide members through the workshop.
- **CEP Lite** is a self-guided workshop. It's designed for clubs that would prefer to have a member of their club lead the workshop.

During a CEP workshop, clubs will gauge the success of their clubs by looking at the needs within their communities, determine strategies for improving club health, and develop goals and action plans for the continuous improvement of their club. Each step of the process takes approximately one hour to complete.

STEP 1 Why Are We Here? (45-60 minutes)

- Recognize what your Lions have accomplished
- Discuss what your club could accomplish in the future
- Identify unmet needs in the community
- Plan to conduct a [Community Needs Assessment](#)

STEP 2 What Makes an Excellent Club? (75-90 minutes)

- Complete the [How Are Your Ratings?](#) survey
- Determine the characteristics of an excellent club
- Identify obstacles to achieving club excellence
- Analyze ways to improve club effectiveness

STEP 3 How Can We Determine Our Needs? (45-60 minutes)

- Review the *Community Needs Assessment*
- Review the *How Are Your Ratings?* survey results
- Identify club and LCI resources for achieving excellence

STEP 4 What Can We Do Next? (45-60 minutes)

- Set goals for the future
 - Create action plans to achieve your goals
-

CEP - Frequently Asked Questions:

How can clubs participate in CEP?

Clubs interested in participating in CEP can register for CEP Pro or CEP Lite on the LCI [website](#). When a club registers for CEP Pro, LCI will contact their district leaders to assign a trained CEP facilitator to the club.

Where can a club hold a CEP workshop?

Clubs can conduct a CEP workshop during regular meetings, a retreat or other club gathering. The workshop can be delivered in one to four sessions.

Who can facilitate a CEP Pro workshop?

CEP Pro facilitators are identified and trained by the district GLT coordinator. If you are interested in becoming a trained CEP Pro facilitator, contact the district GLT coordinator in your area for more information and resources.

What will clubs accomplish in a CEP workshop?

Each Lion attending a CEP workshop will complete a [Community Needs Assessment](#) and the [How Are Your Ratings?](#) survey. After reviewing the results of these assessments, the club will create goals and develop action plans in order to build the success of the club.

Are there awards for clubs that complete a CEP workshop?

Yes. Clubs that complete the CEP workshop and submit the [Final Report and Banner Patch Request Form](#) can earn a banner patch for their club.

What is the role of the GMT/GLT Coordinator?

District GLT coordinators should identify and train Lions in their district to become CEP Pro facilitators.

The district GMT and GLT coordinators should review the monthly Club Health Assessment Report to identify which clubs have registered for CEP.

It is important that the district GMT and GLT coordinators obtain copies of the goals and action plans of participating clubs once they have completed their CEP workshop. This will allow the district GMT and GLT coordinators to follow up with the club(s) on a regular basis to ensure that they are on track to accomplish their goals.

LCI Contact:

Membership and New Club Development Department

Email: cep@lionsclubs.org

Phone: 630.203.3845

Club Health Assessment Action Strategies

Situation	Potential Problem	Possible Actions/Resources
Membership		
<p>Losing Members</p> <p>Note length of membership service to see if the club is losing new or established members and adjust strategy accordingly.</p>	<ul style="list-style-type: none"> • Poor club meetings • Club not able to support the activities that are meaningful to club members • Not providing relevant service • Poor new member orientation • Lack of new member recruiting • Other reasons 	<p><u>Improve Retention</u></p> <p>Participate in the Club Excellence Process and conduct the “How are your Ratings?” survey with existing members.</p> <p>Distribute the “Former Member Satisfaction Survey” to uncover why former members left the club.</p> <p>Based on the research, help the club retain members using the following tools:</p> <ul style="list-style-type: none"> • Utilize the President Retention Campaign -- Based on information uncovered, develop plan to work on weaknesses. • Utilize “Making it Happen” to make sure club activities are relevant to club members. • Utilize the “Achieving Results” module in the Lions Learning Center on the LCI Website to improve the meetings • Utilize the “Club Officer Orientation” in the Training Materials section of the Leadership Development Section of the LCI Web-Site to strengthen club leadership. • Utilize the “Orientation Guide” to familiarize club members with Lions Clubs International and how the organization supports club activities. • Strive to achieve the Club Excellence Award. • Utilize the Mentoring Program to build stronger relationships with members and encourage members to strive to achieve higher leadership levels within LCI. <p><u>Rebuild the Club</u></p> <ul style="list-style-type: none"> • Certified Guiding Lion – Assign a Certified Guiding Lion to rebuild the club, conduct training and assign a team of club officer mentors. • Develop a membership campaign – Club Membership Chairpersons Manual, utilize targeted membership initiatives to reach women, family members, students, young adults and others. • Encourage the club to participate in Lions Worldwide Induction Day • Publicize club activities – Public Relation Resources

Reports		
Months since the club filed an MMR	Club not filing the WMMR	Contact Club Secretary to make sure they have a password and to see if they need instruction on how to submit the report. Utilize the MyLCI training for additional information or provide contact information from an experienced club secretary.
Years since last Officer Report (PU 101)	Club has not reported club officers for over a year	Contact the club to ask them to report club officers. They can be reported via MyLCI or using the paper officer reporting form (PU101) . If the secretary needs assistance, guide them through the reporting process. If elections have not been held, work with the club to ensure proper elections. Provide training and resources to new officers and encourage them to attend zone meetings.
President Rotation	Current president has served more than 2 years consecutively	This may indicate a lack of new leaders. Encourage the club to elect new officers each year to build the club's leadership base, bring new ideas into the club and strengthen the club.
No Active Email	Notes the officers that do not have an active email	Since most officer communication is exchanged via email, having an email address is critical to the club. Contact the club to obtain uncollected email addresses. Updates should be made by the club's secretary via MyLCI.
Months Since Activity Report	Provides the number of months since the last on-line activity report	Contact the club to see if they are having problems filing their activity report . Note that paper reports are not tracked on the report and encourage on-line submission. If the club does not have an activity to report, encourage them to conduct the Making it Happen exercise to uncover possible activities.
Finance		
Account Balance	Notes if a club has a balance over 90 days	Contact the club to see if there is a problem with a payment and ensure that the club is collecting dues. Provide the club information concerning financial suspension to help them regain good standing. Contact the Account Receivable and Club Account Service Department for more information. Clubs can now pay on-line by registering online and accessing the on-line club statement .
LCIF		
Donations for current fiscal year	Indicates donations from the club or a member of the club.	If a club has reported that a donation was made and it does not appear on the report, contact the donorassistance@lcif.org to see if the payment was received and perhaps posted as dues or is unidentified.

Recommended GMT Overview for Club

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

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

- [Club Resource Center](#): The Club Resource Center is a comprehensive collection of valuable manuals, forms and reporting tools such as the Club Membership Chairperson Annual Goals/Action Plan (located in the Club Membership Chairperson's Guide), the WMMR Reference Guide (information reported through the WMMR now feeds into an updated online Club Locator tool), public relations guides, service activities information and much more. Knowledge and utilization of the available resources is vital to a club's 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 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.
- [e-Clubhouse](#): Create a FREE web site for your club. Designed with fill-in-the blank fields, the e-Clubhouse allows you to easily build and maintain a web site for your club using a simple set of tools. An e-Clubhouse website makes it easy to: keep your members and community up-to-date on club projects, promote club activities, and recruit new members.



GMT Overview Agenda for Club

It is essential that club officers are thoroughly informed on the GMT's role as a resource. The following agenda is a guideline for presenting the resources available from the GMT district 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 and 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	

Membership Action Plans

Membership action plans should be in line with the MD/district's membership goals and the team's analysis of membership data.

You are encouraged to review last year's membership 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 of service and membership goals established and results of previous year
- Review [Cumulative Membership](#) and [Club Summary Report](#)
- Review [Club Health Assessment Report](#)
- Review existing LCI [materials/resources](#) to assist in capitalizing on service and membership strengths and addressing challenges
- Identify clubs for [Club Excellence Process](#) (CEP)
- 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.

After reviewing membership data, complete the following:

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

Our goals in response to our strengths and weaknesses are:

- _____
- _____
- _____
- _____
- _____

[Click here for GMT District Action Plan Template](#)

