



Family and Women's Specialist Guide

Family and Women's Specialists are members of the GMT for a district or multiple district. These specialists serve three-year terms to oversee the growth and participation of women and family members throughout the district or multiple district. Because women and families have great potential for Lions growth, this position is critically important to the overall health and vitality of the association.

District Family and Women's Specialist Responsibilities:

- Oversee the recruitment of women and family members throughout a three-year term.
- Establish goals, including specific timelines, for the recruitment of women and family members and develop action plans to attain those goals. A copy of these goals should be sent to the GMT district coordinator and district governor.
- Take direction and guidance from the GMT district coordinator, district governor and LCI.
- Assist clubs with establishing their goals to invite families and women to become new members.
- Develop new service projects geared to interest women and family members based on the needs of the communities served.
- Plan and conduct a symposium or family involvement event(s) to address the needs of the communities served.
- Communicate regularly with clubs and the GMT District and DG Teams.
- Serve as a resource for all Lions in the district who are actively involved in recruitment and extension. Know the available resources to assist Lions and recommend as appropriate.
- Work with the GLT Team to promote leadership training programs available to Lions in the district.
- Write one or more articles on the recruitment of women for district, multiple district and international publications.
- Attend training sessions at the multiple district level.

Multiple District family and women's specialists additionally:

- Work on the multiple district aspects of the above items.
- Consolidate district-level information.
- Develop procedures for district reporting.
- Coordinate ongoing training and reporting for district specialists during their terms.

Resources:

- **People:**
 - **District Governor** – As the district representative of Lions Clubs International, your district governor is responsible for promoting and assisting with effective membership growth and new club organization.
 - **GMT Coordinators** – GMT Coordinators are responsible for area analysis, goal setting and action plan development, communication and mentorship, all guided by a strategic plan.
 - **International Headquarters** – The Membership and New Club Programs Department provides materials and guidance to help you plan a successful term as the family and women’s specialist for the district or multiple district. Contact them to order materials and answer recruitment questions. (memberprog@lionsclubs.org)

- **Materials:**
 - Lions Make a Difference ([me40.pdf](#))
 - I AM a Lion ([me37.pdf](#))
 - Your Family Can Make a Difference ([mpfm8.pdf](#))
 - Family Friendly Lions Club Concept “How to Guide” ([MPFG1.pdf](#))
 - Family Volunteer Activity List ([familyactivites.pdf](#))
 - Cub Program Brochure ([mpfm37.pdf](#))
 - Lions Family Cub Program and Activity Guide ([mpfm33.pdf](#))
 - Lions Family Cub Program Activities ([mpfm34.pdf](#))
 - What Is A Club Branch? ([cb17.pdf](#))
 - Special Interest Lions Clubs ([ex544.pdf](#))

- **Lions Clubs International Website** (www.lionsclubs.org): The association’s website is filled with vital information and resources to assist you with recruitment efforts and includes downloadable materials.
 - [Lions Learning Center](#) provides the opportunity for Lions to develop leadership skills through 30-60 minute online learning courses. Courses are categorized by four key skills: Leadership, Managing Others, Achieving Results and Communication.
 - [Webinars](#) provide the opportunity to participate in online training with a group of participants and instructors. These courses are generally about one hour long.
 - [Club Resource Center](#) provides links, which can be used to find answers to many of the frequently asked questions for clubs.

Steps to Take:

- Visit all the clubs in your district to present current information and success stories. Collect successful ideas and suggestions for improvements to share with other clubs.
- Encourage every club in your district to take the “How Are My Ratings?” survey. This will show the state of the club – which areas of club experience are already successful and which areas could use some attention. ([Survey, Administration Guide](#))
- Suggest that all clubs in your district participate in the Club Excellence Process (CEP) to further improve the state of the club. ([CEP Workshop](#))
- Confer with other GMT specialists to exchange ideas and success stories.
- Set a district goal for recruiting new women and family members. Communicate this goal to everyone who will assist in meeting it.
- Monitor district membership changes using the Summary of Membership Report.
 - From the LCI website home page, click Submit Reports. Click on the Lions logo and follow the [Membership Reports](#) link on the far right. Choose Summary of Membership, then the appropriate year, appropriate month, and your district.
- Organize in-person group meetings with region and zone chairpersons in your district to open up lines of communication. Ask to be part of the agenda for any meetings they host.
- Plan a Family and Women’s Symposium with a partner organization to determine the scope of the need or to generate ideas for meeting the need. ([Family and Women’s Symposium Program Planning Guide](#))

Encourage every club to take as many of these actions as possible:

- Create and update a club website ([Lions e-Clubhouse](#)) to showcase the club to members, potential members and the community. Illustrate all facets of the club.
- Adopt and utilize e-mail, Facebook, Twitter and other social media networks to communicate and provide information about the club. ([Lions on the Web, Social Media 101 - Best Practices Guide](#))
- Set a specific goal to invite a defined number of new women or family members by a particular date. Work with clubs to ensure the goals are attainable and that service projects are being developed for these new members to participate in.
- Be sure to welcome and orient all new members – get everyone involved from the beginning. ([Member Orientation](#))
- Consider a mentoring program for new women members. ([Lions Clubs Mentoring Program](#))
- Work with clubs to recognize that new members, especially women or families, may have different needs. Proactively assist the clubs in adapting to accommodate them. Ideas to consider:
 - New meeting times or places
 - Staggered meeting times
 - Lighter snacks or no meals at all
 - Eliminating 100% attendance requirements
 - A [Cub Program](#) to address family issues or even a [club branch](#) if there is a group of new members with similar needs

- Ensure all members have an opportunity to participate in each part of club life – fundraisers, service projects and club management.
- Emphasize the opportunity for members to develop new leadership skills through [Lions Learning Center](#) online courses.
- Work with clubs to rotate committee membership and leadership annually – combining new members with existing ones will result in new ideas. Encouraging members to serve in new roles gives them a better understanding of the club and its needs. Encourage women and family members to explore leadership in these roles.
- Promote online [Club Officers Orientation](#) available for all club officers.
- Ensure that club officers know what membership resources are available within the club. Work with clubs to evaluate the available time, skills, and interests of each club member. Develop new projects based on this information.
- Identify an unmet community need that impacts women and/or families using the [Community Needs Assessment](#) as a guide.
- Develop new service projects to address the newly identified need. ([Planning Service Activity Projects](#))
- Promote your club's service internally and to the community. ([Lions Clubs PR Tools](#))
- Participate in the [Global Service Action Campaigns](#) and the [International President's Program](#).