



Global Membership Team

Executive Summary - April 2016

Background

In 2009, Lions Clubs International made a significant investment in developing a plan to re-imagine how it would grow its membership. This plan included a leadership structure across all levels of the organization to implement the plan. It was called the Global Membership Team (GMT). This structure is also complemented by the Global Leadership Team (GLT).

During the second half of 2015, an assessment was undertaken of GMT to determine its strengths, weaknesses and areas for improvement. The assessment showed that a small percentage of districts (12%), met their established goals in FY 2014-2015 and 16% in 2013-2014. It also pointed to a need for considerable more training and support for GMT to achieve desired results, as well as more accountability measures, staff support and investment in resources. Finally and very importantly, the assessment pointed to a need for a shift in messaging about growth; the reason to grow is to serve and benefit more people. It is about impact.

Our Strategy

To achieve our Centennial goal of being the largest we have ever been means bringing at least 47,000 members to new and existing clubs. To do this, the overarching strategy will be an intense focus, training and resourcing for GMT toward two objectives:

1. **Form new clubs:** Every leader specifically recruited to the GMT at the district level and above, will be asked to personally assume the responsibility to form at least one new club. Specialized and customizable training and resources will be provided to support this goal along with a tiered recognition program.
2. **Recruit and retain members:** Club membership chairpersons have the most direct access and ability to recruit and retain members for their clubs. Training, tool kits and lines of communication and resources will be provided to club membership chairpersons both through their district GMT coordinator as well as through LCI channels. Naturally, other leaders may also be involved in recruiting and retaining members.

The theme that will permeate these two focused strategies of forming new clubs by district GMT coordinators and recruiting and retaining new members by club membership chairpersons, will be *Invite for Impact*. In this way, we keep front and center that our reason to grow is to serve and impact more people than ever before.

Training

In order to maximize the effectiveness of all GMT leaders, training should occur at all levels of GMT to ensure *the Invite for Impact* message permeates through all levels of the organization, down to the club level. Beginning in the 2016-17 fiscal year, multiple district and district GMTs should complete the following trainings that will located on the LCI website:

1. *Invite for Impact: Chartering New Club*
2. *Invite for Impact: Recruiting New Members*
3. *Invite for Impact: Retaining Members*

Trainings should be a combination of in-person and on-line training to maximize effectiveness and efficiency.

- MD coordinators can request an expense budget of US\$600 for travel and related expenses for the purposes of training district coordinators, new club development, and/or other membership related activities. These expense budgets can be claimed after they have completed all three trainings.

- District and single district coordinators can request an expense budget of US\$250 for travel and related expenses for the purposes of training club membership chairpersons and new club development. These expense budgets can be claimed after they have completed all three trainings.

Club membership chairpersons shall be trained by the district/single district GMT coordinator (or through the self-guided training) on the following:

1. *Invite for Impact*: Recruiting New Members
2. *Invite for Impact*: Retaining Members

Targets and Goal-setting

In order to be successful in increasing membership, attainable growth goals with an associated action plan need to be established and developed by the district governor-elects (DGEs) for their upcoming year as district governor. In an effort to assist in the development of realistic goals, LCI has provided a multiple district/single district membership target guideline to GMT leaders and MD/SD-coordinators to utilize while reviewing their district governor-elect membership goals. The membership target guideline is based on a 2% growth rate over their five year membership growth average of the multiple district/single district. No single formula or approach will work for all districts; therefore, goals should ultimately reflect the recent realities of their district.

Reporting and Worldwide Report Days

Highly structured and regular reporting across all levels of the global membership team will increase accountability and is an important and effective strategy for generating activity, creating a sense of urgency and maintaining a consistent focus on achieving established goals. This will be accomplished by written-electronic activity reports and verbal quantitative reports through Worldwide Report Days – the first of which was already conducted in March 2016

Recognition and Awards

Expressions of appreciation and recognition for a job well done are proven to be highly effective to motivate various constituent groups to take action and achieve established goals. The following recognition and awards program for the Global Membership Team (GMT) serves to incentivize leaders and their actions essential to the membership growth plan. The GMT achieves its goals when working not only with the appointed members of GMT, but also through the engagement of all Lions in growing our membership to do more service in our global community.

GMT District Coordinator Awards Program:

District coordinators will be recognized if one of the following has been achieved at the end of the fiscal year (based on the June cumulative report):

- 1% overall membership growth + 1 new club = Silver Award
- 2% overall membership growth + 2 new clubs = Gold Award
- 3% overall membership growth + 3 new clubs = Diamond Award

GMT Coordinators of the Year:

Based on the June cumulative reports, LCI will determine which district coordinator and MD coordinator have made the most impact in overall membership. One MD coordinator and one district coordinator from each constitutional area will be awarded the “GMT of the Year” award.

Membership Goal Achievement:

When membership goals are achieved for the fiscal year at the district level, MD level, area level and/or constitutional area level, GMT members will be recognized with a certificate of achievement signed by the International President and GMT international liaison.

Conclusion:

We are optimistic that the updated GMT plan will provide a much needed roadmap to improve membership via a focused, training-oriented, reward-laden, and accountability-driven structure. We conducted the first World-wide report day in March and a training session for North America GMT leaders in April. Both activities were very well received and have showed heightened levels of engagement and motivation.

We will be officially rolling out the GMT plan at the GMT meeting in Oakbrook on May 19 and 20. This meeting will be focused on informing the leaders about the specifics of the plan, motivating them to attain their goals, and helping them develop an action plan to hit their targets.

Following the rollout, we will conduct trainings, hold regularly scheduled calls and meetings, and build in frequent reporting to ensure that we continue to support GMT and maintain momentum to achieve our membership goals.