



Young Adult Specialist Guide

Young adult specialists are members of the GMT for a district or multiple district. These specialists serve three-year terms in which he/she oversees the growth and participation of young adult members in the district or multiple district. Because young adults have great potential for Lions growth, this position is critically important to the overall health and vitality of the association.

District Young Adult Specialist Responsibilities:

- Oversee the recruitment of young adult members throughout a three-year term.
- Establish goals, including specific timelines, for the recruitment of young adult members and 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 goals to invite young adults to become new members.
- Develop new community projects geared to young adult interests based on the needs of the communities served.
- Communicate regularly with clubs and the GMT District Team.
- Serve as a resource for all Lions in the district who are actively involved in recruitment and extension.
- Work with GLT Team to promote leadership training programs available to Lions in the district.
- Write one or more articles on recruitment of young adults for district, multiple district and international publications.
- Attend training sessions at the multiple district level.

Multiple District young adult specialists also:

- 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 has the responsibility to actively participate and inspire you to administer and promote effective membership growth and new club organization.
- **GMT Coordinators** – 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 can provide materials and guidance to help you plan a successful term as the young adult specialist for your district or multiple district. Contact them to order materials and answer recruitment questions (memberprog@lionsclubs.org).

- **Materials:**

- Lions Make a Difference ([me40.pdf](#))
- What Lions Has For You ([ex803.pdf](#))
- Be Part of Something That Matters ([ex801.pdf](#))
- Young Adult Recruiting Guide ([ex800.pdf](#))
- Young Adult Recruiting Guide PowerPoint ([YoungAdultsRecruitingGuide.ppt](#))
- Become Involved Become a Lion Video ([LNN Videos](#))
- Continue Making an Impact – Become a Lion ([ll1.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. It is to your advantage to take some time and familiarize yourself with its helpful content, including:

- [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.
- Work with your district GMT and DG Team to set a district goal for recruiting young adult 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 finally 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.

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. Use these networks for follow-up communications with potential young adult members. ([Lions on the Web](#), [Social Media 101 - Best Practices Guide](#))
- Set a specific goal to invite a defined number of new young adult 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.
- Actively reach out to Leo clubs in your area. Encourage Omega Leos to become Lions, or sponsor the transition of an Omega Leo club into a Leo Lion club or a club branch. Invite Alpha Leos to become Lions when their Leo service is complete. ([Leo to Lion Program](#))
- Know and communicate the dues concessions available for young adult members: ([Student Member Program](#), [Leo to Lion Program](#), [Family Membership](#)).
- Be sure to welcome and orient all new members – get everyone involved from the beginning. ([Member Orientation](#))
- Consider a mentoring program for new young adult members. ([Lions Clubs Mentoring Program](#))

- Work with clubs to recognize that new members, especially young adults, may have different needs. Proactively assist the clubs in adapting to accommodate them. Ideas to consider:
 - Try a new meeting time or place
 - Stagger meeting time
 - Serve lighter snacks or no meals at all
 - Eliminate the 100% attendance requirement
 - Evaluate which traditions your club observes and why
 - Begin and promote a [Cub Program](#) to address family issues for young parents or start a [club branch](#) if there is a group of new members with similar needs
- Streamline meetings with technology: e-mail an agenda before the meeting and stick to it as closely as possible. Use PowerPoint for presentations and make printed (or e-mailed) copies available to reduce note-taking. Update members about club events with e-mail or social media networks.
- 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 by combining new members with existing ones new ideas result. Encouraging members to serve in different roles gives them a better understanding of the club and its needs. Encourage young adult members to explore leadership in these roles.
- Promote the 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 interests young adults 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](#).