




CA 4 Europe
GAT Coordinator Webinar
February 22nd, 2023



Zoom Meeting

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Blanca Saucedo

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2:50 PM
9/1/2022

Global Action Team



Michael DiMaria

GAT Manager



PID Elisabeth Haderer

CA 4 Constitutional Area Leader



Kelsey Ax

GAT Field Specialist
CA2 & CA4



Blanca Saucedo

GAT Field Specialist
CA3 & CA4



District Goals: Where are we now?





Overview

Service Activities

Membership

Leadership Development

LCIF

Goal Completed Summary

Districts Reporting Goals

100%

Districts Achieving All Goals

0%

Clubs Reporting Service

53%

Membership Net Growth

0%

New Clubs

18%

Zone Chairpersons Trained

59%

Club Officers Trained

26%

Individual Donation Participation

27%

Club Donation Participation

34%

Constitutional Area

Europe

GAT Area

GAT Area 4

GAT Group

All

Multiple District

All

District

All

● Current Fiscal Year ● Goal ● Previous Fiscal Year

RESET

Districts Achieving All Goals

130

Clubs Reporting Service

36%

67%

43%

Membership Net Growth

-1.6K

3.3K

-4.5K

New Clubs

24

168

88

Zone Chairpersons Trained

49%

82%

49%

Club Officers Trained

15%

58%

14%

Individuals Donating

581

2,190

1,915

Clubs Donating

21%

61%

53%

Global Membership Team GMT



Lions Clubs International

New Clubs



Overview

Service Activities

Membership

Leadership Development

LCIF

FILTER BY

RESET

LCI | **GAT**

- ☒ **New Clubs**
- ☐ New Members
- ☐ Dropped Members
- ☐ Member Net Growth

GAT Area

GAT Area 4

GAT Group

All

Multiple District

All

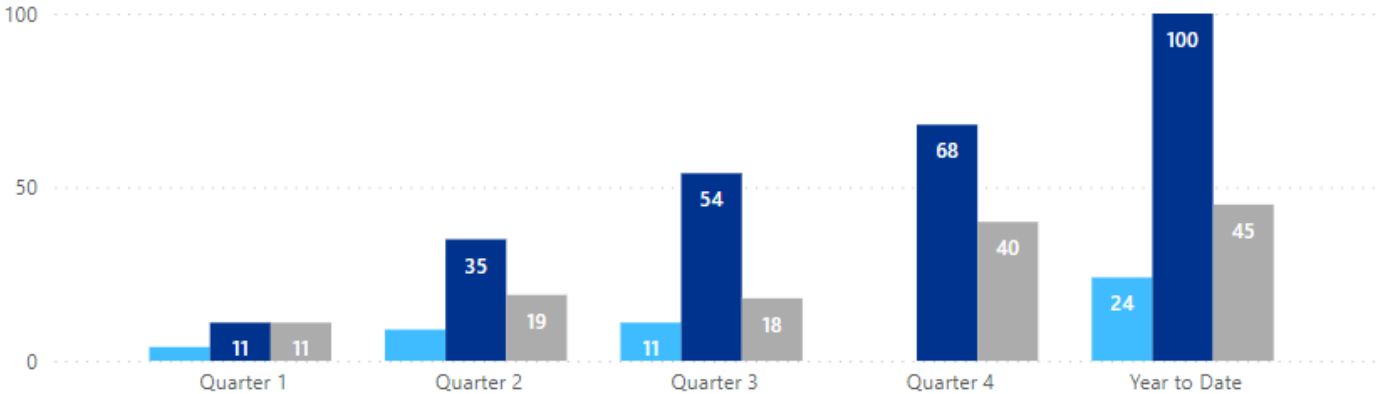
District

All

[Click here](#) for more information on how totals are calculated for cross-districts located in both U.S and Canada.

New Clubs

● Current Fiscal Year ● Goal ● Previous Fiscal Year



Cumulative Totals

24
New Clubs

141
Dropped Clubs

-117
Net Clubs

105
Reorganized Clubs

32
Status Quo Clubs

GAT Area	% Districts Achieved New Clubs Goal	% New Clubs Goal Completed	Goal New Clubs	Actual New Clubs	Dropped Clubs	Net Clubs	Reorganized Clubs	Status Quo Clubs
GAT Area 4								
GAT Group A - Area 4	45%	3% ↓	32	1	44	-42	6	
GAT Group B - Area 4	68%	55% ↓	11	6	8	-2	1	
GAT Group C - Area 4	11%	42% ↓	19	8	10	1	24	
GAT Group D - Area 4	14%	6% ↓	31	2	27	-25	15	
GAT Group E - Area 4	5%	7% ↓	46	3	41	-36	28	
GAT Group F - Area 4	19%	14% ↓	29	4	11	-6	31	

* % of New Clubs Goal Completed Icons:

↑ Met or Exceeded New Clubs Target

→ Within 15% of New Clubs Target

↓ More than 15% Below New Clubs Target



Global Action Team

CA 4: PID Elisabeth Haderer

4A

MD 101, 104, 106, 107, 109, D 120, 131 and
Undistricted Republic of Latvia

PCC Sanna Mustonen
& PCC Hilde Straumsheim

4B

MD 102, 111 and 114

PCC Udo Genetsch
& PCC Detlef Dietrich

4C

D 119, 121, 122, 123, 124, 126, 129,
130 & 132, 134 and Eastern Europe Und. Areas

PDG Aneliya Kaneva, PID Miklos Horvath,
PDG Niels Schnecker & PDG Heiko Dallmann

4D

MD 105, 110, 118, D 128, 133 and
Undistricted Gibraltar

PDG Marinus Zwart & PDG Zeynep Kocasinan

4E

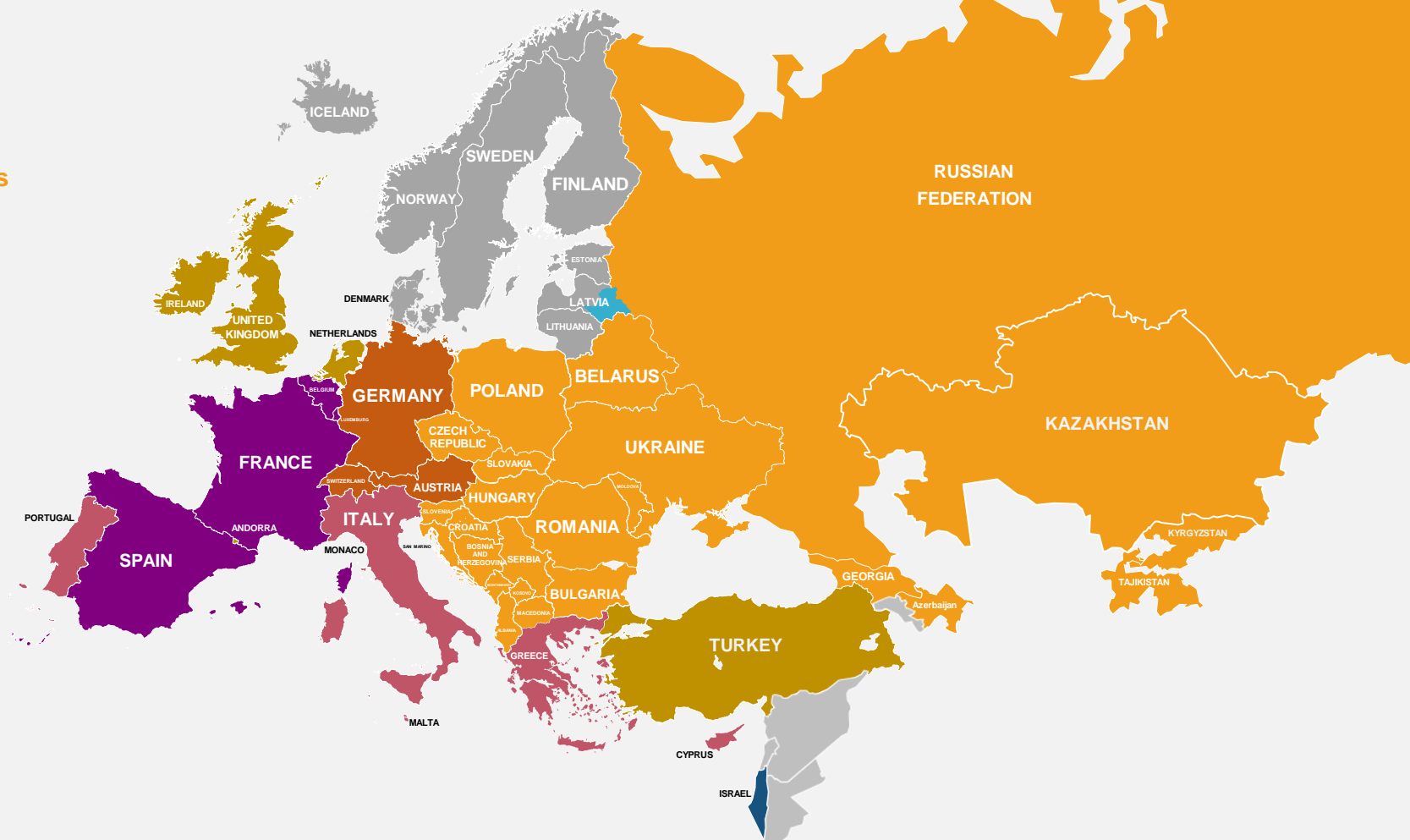
MD 103, 112, 116, D 113 and
Undistricted Prin. Of Monaco, Andorra

PCC Corinne Bloemendal, PCC Pol Navarre
& PDG Nicolas Lambert

4F

MD 108, 115, 117 and
Undistricted Cyprus, Malta, Rep. San Marino

PDG Carla Cifola, PDG Pedro Crisóstomo
& PID Gabriele Sabatosanti Scarpelli





Why Organize New Clubs?

- Benefit the community
- Provide new service opportunities
- Fulfill unmet needs
- Make a difference
- Rejuvenate membership
- Develop new leaders

New Club Types/Formats

Our world is every changing, and we want the new club to fit the lives of the members.
Below are club types available.

Traditional Club

Campus Club

Club Branch

Leo Lion Clubs

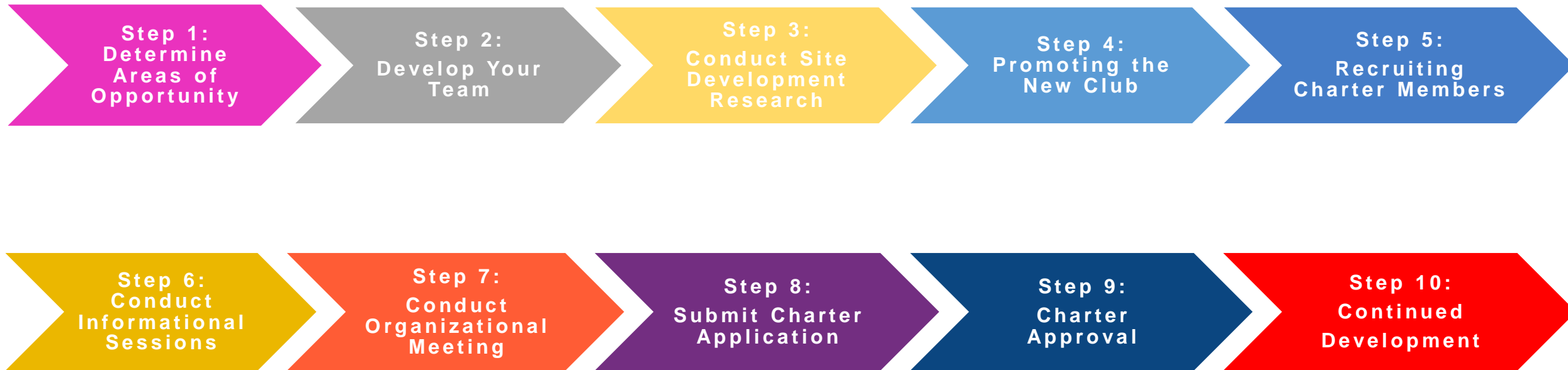
Virtual Club

Specialty Club



New Club Development Process

Successful new club development includes the following 10 steps:



Step One: Determine Areas of Opportunity

Determining an area for a club is a key component to starting a new club. A community needs assessment can help with determining the best location with the most needs.

The following should be considered:

- Size of the population
- Local project possibilities
- Current service clubs & Community organizations
- Groups of people not being recruited by a Lions Club
- Locations of nearest possible Lions Club
- Communities with young adults, women, ethnic communities and other underrepresented groups

Step Two: Develop Your Team

New club development takes a team effort . Team members should have a passion about being a Lion and a commitment to the entire club formation process.

The following Lions are instrumental in the new club process and should be present during the club formation process:

- District Governor
- Guiding Lion for the club
- 1st Vice District Governor
- Members of the sponsoring Lions Club
- Global Membership Team District Coordinator

Recruitment Team Expectations:

- Attend in-person training
- Participate in a minimum of 1 recruitment day
- Attend informational & organizational meeting
- Support new club in all formation efforts

Step Three: Conduct Site Development Research

The purpose of site development research is to evaluate the needs of the community, gauge the feasibility of chartering a club and gather other pertinent information about the community.

The following community leaders and activities should be part of the research:

- Mayor and other Community Leaders
- Chamber of Commerce Executive Director
- School Administrators (Superintendents and School Principals)
- Officials from Law Enforcement Agencies, Fire Departments, Human Service Agencies, and Business groups

Visit Possible Recruitment Locations / Areas:

- Veterans Meeting Locations
- Churches
- Social Media Ads
- Social/Civic Groups

Step Four: Promoting the New Club

Having a great elevator speech is imperative. The speech should last 20-30 seconds, be interesting, memorable and succinct.

Write the Perfect Elevator Speech in Five Easy Steps

- Step One: Determine Your Goal
- Step Two: Explain Your Solution
- Step Three: Explain What Makes You Different
- Step Four: Close the Deal
- Step Five: Polish and Practice

Example Elevator pitch – Lions International

Goal: creating interest to learn more

Potential member: **That's an interesting pin you are wearing!**

You: **This is a Lions pin**

Potential member: **What is Lions?**

You:

Lions International is changing the lives of more than 400 million people per year worldwide. With more than 1.4 million members we serve locally and globally in the field of Vision, Hunger, Environment, Diabetes and Childhood cancer as well as disaster relief and refugee aid. Like we do at this very moment in Turkey after the devastating earthquake and the war in Ukraine. We always need more hands to help and to serve. Would you be interested in learning more?

Step Five: Recruiting Charter Members

How will we recruit?

- **Canvassing:** Recruiting community & business leaders by making unscheduled visits
- **Limited Recruiting:** People recommended by other Lions or key community leaders
- **Group Conversion:** Meet with an already established group
- **Group recruiting:** Info tables in targeted community
- **Branch Development:** small group to join existing parent club, but with a focus on specific project.

Canvassing Recruiting Tips:

- Dress appropriately- No Lions vest
- Start at the top- talk to manager or supervisor
- Don't wait longer than 10 minutes
- Don't carry too much literature
- Obtain clues from their office for talking points
- Ask for referrals

Tip: Contact information for club organizers should be given to new members. This could be a business card, label on back of brochure, or flyer. Recruiting materials can ordered from LCI at memberships@lionsclubs.org.

Step Six: Informational Meeting



- Set room for few people.
- Dress professional – no vest
- Name tags for attendees
- Welcoming committee

- Welcome the group and do introductions
- Introduce the Lions present
- Present overview of Lions
- Inform new members of cost
- Ask group to think of projects
- Give next meeting information
- Collect Charter Fees

- Send thank email to all attendees
- Send follow up email to prospective members who didn't attend
- Post flyers about next meeting
- Send meeting reminders about next meeting

All of the above = a strong chartered club!!!

Step Seven: Organizational Meeting

The organizational meeting is where the club members will elect officers and begin planning the first service project. This meeting is set-up the same as the informational meeting.

Conducting the Meeting:

- Welcome the group and do introductions
- Review project ideas and choose 3 projects
- Explain the club chartering process. Complete the new club application online at MyLCI with club sponsor
- Set next meeting date

Post Meeting Follow-Up:

- Set up new club officers online training
- Encourage new club members to continue promoting club to build membership
- Follow up with individuals who showed interest, but didn't attend meetings

Tip: A link to the Organizational Meeting PowerPoint can be found on the "Start a New Club" page on the LCI Website.

Step Eight: New Club Chartering

Club Names

The following must be considered before naming your new club.

- **Naming of the club-** Club names must be known by the actual name of a municipality. This is a town, city, village or similar officially governmental unit.
- **Distinguishing Designation-** This is used to provide clear identifiers for clubs in the same municipality.
- **Living Individuals-** Lions Clubs cannot be named after a living person.
- **Naming Restrictions-** No Lions Club can add “International” in its name.

Step Nine: Charter Approval

Once the club has been approved the following charter activities will take place.

- **Charter materials-** Charter materials will be sent to the District Governor to present during the charter night celebration
- **Charter Night Celebration-** The club should plan with the sponsoring club the date of the charter night
- **Charter members-** All members joining within 90 days of the charter date will be considered charter members
- **10 plus clubs-** Districts charter 10 or more new clubs in a fiscal year must submit documentation on club support to LCI.

Tip: Charter date and charter night date are 2 separate items. The 90 days for charter member status is based off the charter date. If the charter night is after the 90 days, all members joining during the night are consider regular members.

Step 10: Continued Club Development

Once the club has been developed it is important to continue to develop the club to ensure the club is strong and viable. The following help with club development.

- **Sponsoring Club Assistance-** available to provide assistance as needed to the new club. Visit club meetings and provide counsel to new club.
- **Guiding Lion Support-** Support the club for 2 years.
- **Transition of Power-** New club officers will begin to take control of meetings, activities, and delegate responsibilities to other new club members.

Key Points to Remember

- Understanding the needs of the community is the first step to successful club form.
- Building a strong new club support team will help to retain new members and create a healthy club.
- Relationships with community officials and business owners supports club and aids in club promotion.
- A well-planned informational meeting and organizational meeting leaves a lasting impression on new members.
- LCI Program Staff are available to provide support during the entire process.
- Show your passion and have fun building new clubs.

Resources



Lions Clubs International

Start a New Club

Chartering new clubs allows Lions to rejuvenate and grow membership, build a stronger community, and engage new member types.

To ensure that the new club fits the lives of the members, we have a variety of club types available:

[Traditional Club](#)

[Campus Clubs](#)

[Club Branch](#)

[Leo Lion Clubs](#)

[Virtual Club](#)

[Specialty clubs](#)

Successful [new club development](#) includes the following 10 steps:

1. Determine Areas of Opportunity

Determining an area for a club is a key component to starting a new club. A community needs assessment can help with determining the best location with the most needs.

2. Develop Your Team

New club development takes a team effort. Team members should have a passion about being a Lion and a commitment to the entire club formation process. Sub-teams serve as the team that supports the recruiting in the field. The members should be divided in the following sub-teams:

	Responsibilities	Qualities
Lead Team	<ul style="list-style-type: none">• Contact Lions' network via phone and email• Research key leaders• Set up appointments with leaders	<ul style="list-style-type: none">• Organized• Tech savvy• Comfortable on telephone• Strong writing skills
Field Team	<ul style="list-style-type: none">• Develop plan for outreach to key community business leaders• Visit business leaders and ask them to join Lions or attend informational meeting• Post informational flyers in high-visibility areas and at businesses	<ul style="list-style-type: none">• Social• Professional demeanor• Quick thinker• Strong interpersonal skills
Ground Team	<ul style="list-style-type: none">• Develop plan for outreach to community members• Set up promotion stations in the community	<ul style="list-style-type: none">• Social• Professional demeanor• Strong interpersonal skills
Response Team	<ul style="list-style-type: none">• Conduct follow-up with prospective members• Keep new members informed about meeting times and updates	<ul style="list-style-type: none">• Organized• Tech-savvy• Comfortable on telephone• Strong writing skills

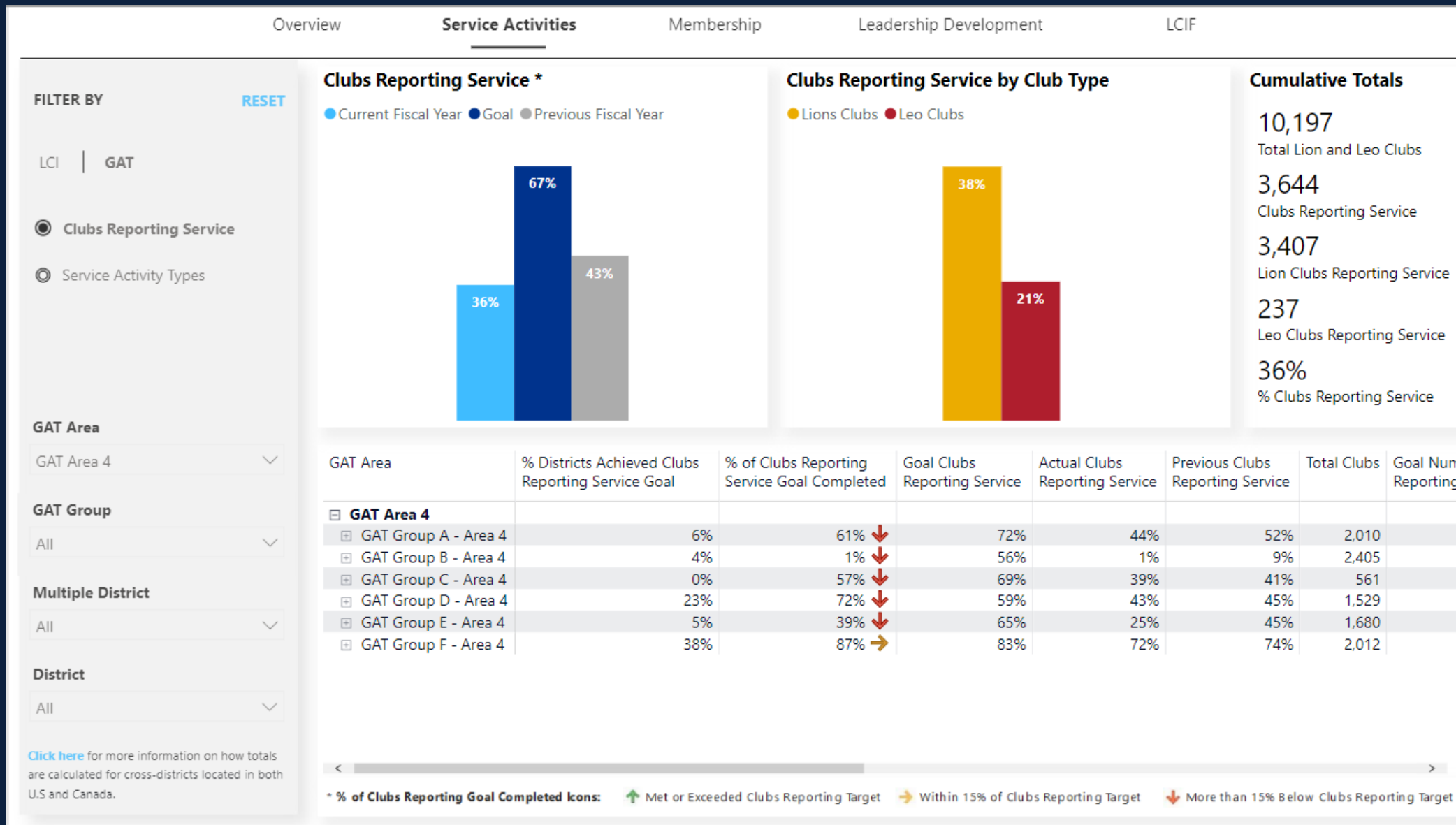
Review more club chartering resources like the New Club Development Guide, Organizational Meeting PowerPoint and more on LCI's [Start a New Club webpage](#). Please contact Membership Development at membership@lionsclubs.org with any questions.

Global Service Team

GST



Service Reporting



The good news:

Reporting service on MyLion is easy! Club and District Officers simply complete the one-page form and click Report.



Lions Clubs International

MyLion

Home Report Past Activity Plan Future Activity My Activities Metrics

Home > Report Past Activity > Activity Form [Report the old way](#)

A.

Activity Name * - Required to Save
* - Required to Report

1. Activity Level

Activity Level Club
HERNANDO

2. Activity Details

Activity Creator Leslie Bierman

Activity Duration* ☒ Single Day ☐ Multiple Day

Start Date*

Activity Type*

Signature Activity? ☐ Yes

Cause*

Project Type*

3. Share

Who can see this?

4. Story

Description*
Tell your story about the activity.

B.

GAT Success Story Funding



Lions Clubs International

GAT Success Story Funding

Available to districts, undistricted areas and Leo districts with the submission of a success story.

One submission per district, undistricted area or Leo district.

Who

- Any district **GAT member** (District Governor, GLT, GMT, GST Coordinator) or the Cabinet Secretary
- Any **Coordinating Lion**
- Any **Leo District President** or **District Leo Chairperson**

What

- **US \$500** available to districts and undistricted areas
- **US \$350** available to Leo districts

When & Where

- Submissions will be accepted through our website beginning in late September through **May 1**.



Districts that have submitted 22-23 GAT Success Story Funding Applications

4A

104 E 107 N
107 B
107 E
107 D
120
107 L

4B

102 E 111 OM
111 MN 102 W
111 WR
111 SW
111 RS
114 W
114 M

4C

121
124
130
134
Leo District 130
Leo District 129

4D

105 A
118 E
118 Y
118 K

4E

113

4F

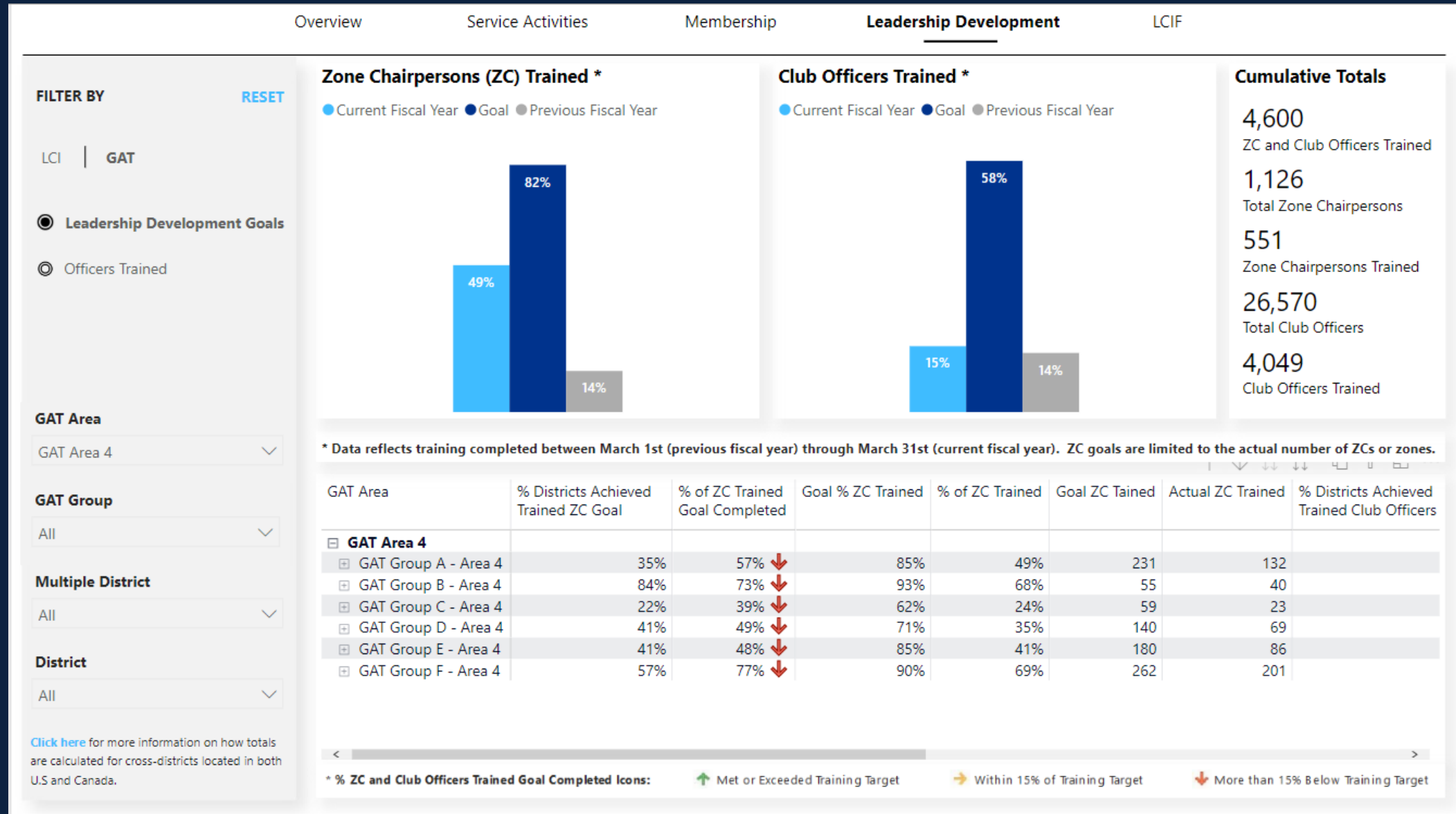
108 AB 108 L
108 IB1
108 YA
108 YB
Leo District 108 A
117 A

Global Leadership Team

GLT



Zone Chairpersons and Club Officers trained



Learn App

Entering your training on Learn is easy!

To ensure your Zone Chairperson/Club officer training is properly recorded to reflect on the district goals progress dashboard, input the audience as Zone and Region or Club officers and the training type as an officer training.

Then on the following page, simply input the names of the Zone Chairpersons or Club Officers that received the training and click submit!

Lions Clubs International

SupportMessagesYong Zhang

Learn

HomeLCI InstituteLocal TrainingManage TrainingReports

Training Event

DRAFT

Training Information

*Course Name:

* Course name is required

*Course Language:

Select course language

*Training Type:

Select Training Type

*Audience:

Select Audience

Program Details & Application URL:

Application Due Date:

mm/dd/yyyy

Estimated # of participants:

Event Information:

*Start Date:

mm/dd/yyyy

*End Date:

mm/dd/yyyy

*Start Time:

HHMMAM

*End Time:

HHMMAM

Venue:

Street Address:

City:

Postal Code:

GAT - GLT Coordinator

Name:

Yong

Email:

lcimtqa+yong23@gmail.com

Phone:

86-13936277555

MD/District:

District 389

DELETE

SAVEPUBLISH

Select Audience

Select All

New members (0-3 years)

Experienced members (3+ years)

Club Officers (current and/or incoming)

Zone and Region Officers (current and/or incoming)

District Officers (current and/or incoming)

Select Training Type

Select All

Orientation Training

Incoming/New Officer

Technical Skills

Interpersonal Skills

Programs and Initiatives

Powered by Lions Clubs International

Lions Clubs International

Q&A



Get ready for the new Lion Portal

Here are a few things you need to do:

- ✓ **Check you Lion Account information.** Make sure your information is correct and up to date in MyLCI or your regional reporting system. This includes your name, contact information and communication preferences.
- ✓ **Confirm you have a unique email address.** A unique email address (not shared with anyone else) is required for the new Lion Portal.
- ✓ **Stay up-to-date.** Check for news and resources at lionsclubs.org/portal-updates or use the QR code.



BOSTON

2023



SCAN ME

Celebrate service in Boston

July 7-11, 2023
Boston, MA, USA

Next Steps

- We hope to see you at the LCI International Convention in Boston! Scan the QR code to learn more
- Monitor your district goals on the District Goals Progress Dashboard on Insights
- Look for an email with a recording of this webinar and direct links to the resources we discussed



LIONS PENPAL FOR NEW MEMBERS

WHAT IF, AS A NEW MEMBER...



...YOU GOT NEW FRIENDS & LIONS NETWORK IMMEDIATELY



Benefits & value of Lions PenPal initiative:

- Engage immediately with other new members
- Network of new international lions friends
- Mentoring/coaching + peer support
- Encouragement for leadership journey and service projects
- Learn that we are bigger than one club
- Grow together with other new members

LIONSPENPAL.ORG



Global Action Team

CA 4: PID Elisabeth Haderer

4A

MD 101, 104, 106, 107, 109, D 120, 131 and Undistricted Republic of Latvia

PCC Sanna Mustonen
& PCC Hilde Straumsheim

4B

MD 102, 111 and 114

PCC Udo Genetsch
& PCC Detlef Dietrich

4C

D 119, 121, 122, 123, 124, 126, 129, 130 & 132, 134 and Eastern Europe Und. Areas

PDG Aneliya Kaneva, PID Miklos Horvath,
PDG Niels Schnecker & PDG Heiko Dallmann

4D

MD 105, 110, 118, D 128, 133 and Undistricted Gibraltar

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4E

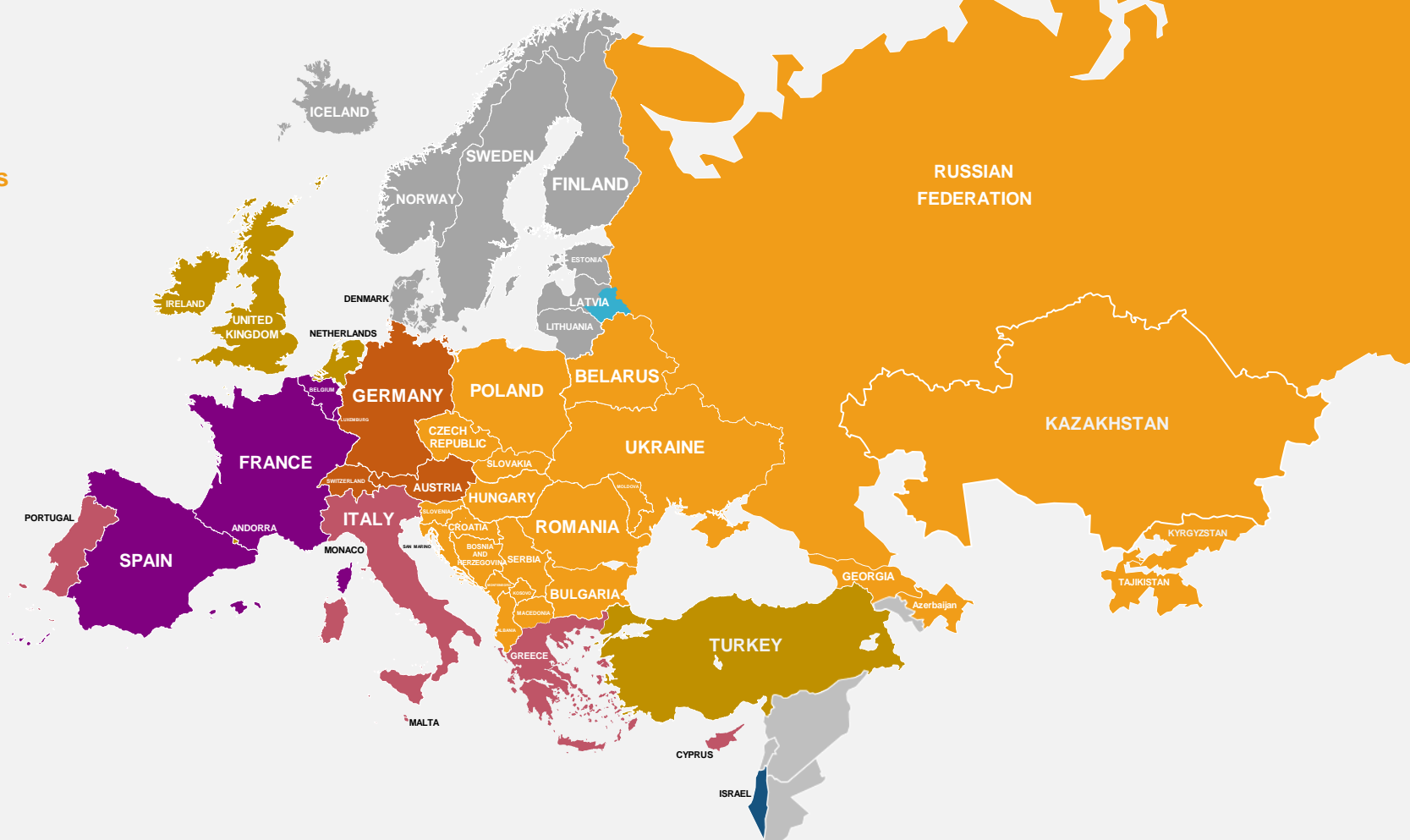
MD 103, 112, 116, D 113 and Undistricted Prin. Of Monaco, Andorra

PCC Corinne Bloemendal, PCC Pol Navarre
& PDG Nicolas Lambert

4F

MD 108, 115, 117 and Undistricted Cyprus, Malta, Rep. San Marino

PDG Carla Cifola, PDG Pedro Crisóstomo
& PID Gabriele Sabatosanti Scarpelli





Thank You

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