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**CA 4 Europe**  
**GAT Coordinator Webinar**  
**February 22nd, 2023**



Zoom Meeting

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Blanca Saucedo

Mute Start Video

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Interpretation

Reactions

Apps

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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?

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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%

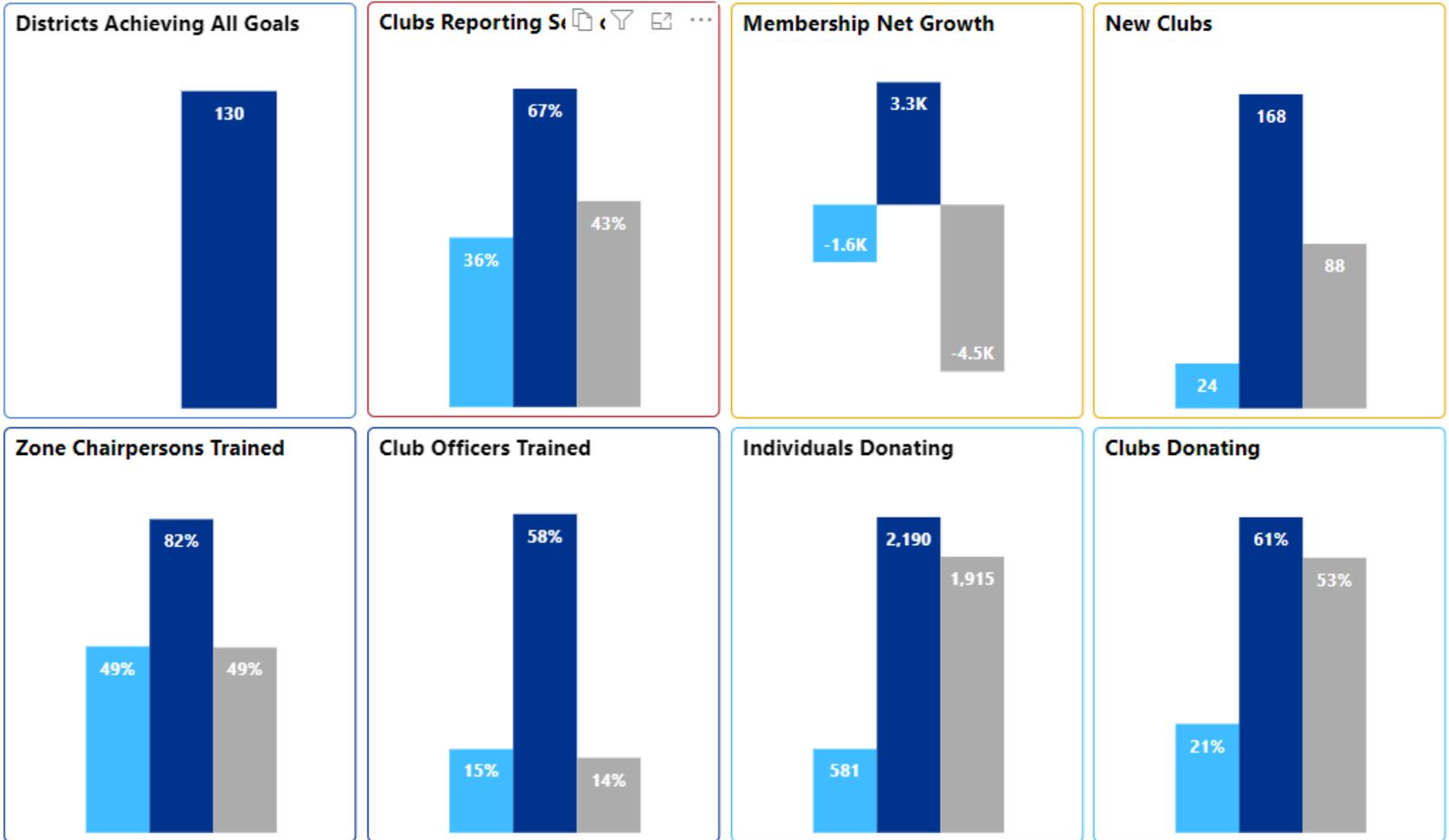
#### Club Donation Participation

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



# Global Membership Team GMT



# 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

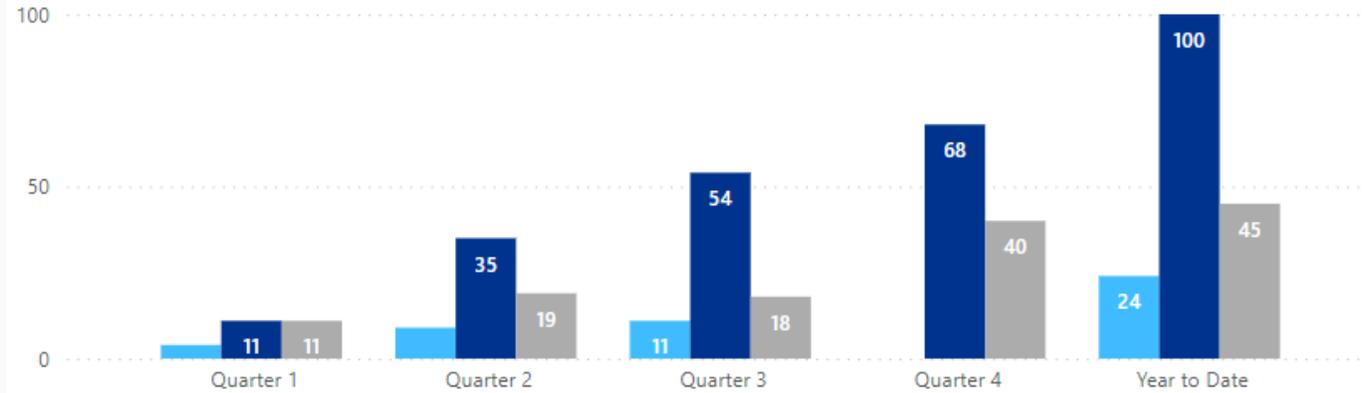
**District**

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 |
|------------------------|-------------------------------------|----------------------------|----------------|------------------|---------------|-----------|-------------------|------------|
| <b>GAT Area 4</b>      |                                     |                            |                |                  |               |           |                   |            |
| ▣ 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?

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

# New Club Types/Formats

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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

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Successful new club development includes the following 10 steps:



# Step One: Determine Areas of Opportunity

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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

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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
- 1<sup>st</sup> 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

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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

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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

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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

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## 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.

**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](mailto:memberships@lionsclubs.org).

## 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

# Step Six: Informational Meeting

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- 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

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

# Step Seven: Organizational Meeting

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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

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## 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

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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

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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



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

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](mailto:membership@lionsclubs.org) with any questions.

# Global Service Team

## GST



# Service Reporting



Overview **Service Activities** Membership Leadership Development LCIF

FILTER BY RESET

LCI | GAT

Clubs Reporting Service

Service Activity Types

GAT Area

GAT Area 4 ▼

GAT Group

All ▼

Multiple District

All ▼

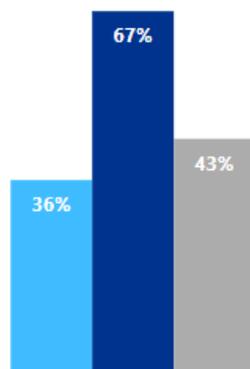
District

All ▼

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

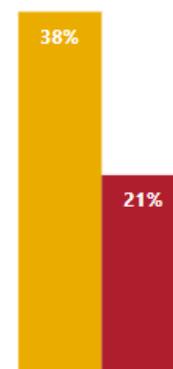
## Clubs Reporting Service \*

● Current Fiscal Year ● Goal ● Previous Fiscal Year



## Clubs Reporting Service by Club Type

● Lions Clubs ● Leo Clubs



## Cumulative Totals

10,197

Total Lion and Leo Clubs

3,644

Clubs Reporting Service

3,407

Lion Clubs Reporting Service

237

Leo Clubs Reporting Service

36%

% Clubs Reporting Service

| GAT Area             | % Districts Achieved Clubs Reporting Service Goal | % of Clubs Reporting Service Goal Completed | Goal Clubs Reporting Service | Actual Clubs Reporting Service | Previous Clubs Reporting Service | Total Clubs | Goal Nur Reporting |
|----------------------|---|---|------------------------------|--------------------------------|----------------------------------|-------------|--------------------|
| <b>GAT Area 4</b>    |   |   |                              |                                |                                  |             |                    |
| GAT Group A - Area 4 | 6%  | 61% ↓                                       | 72%                          | 44%                            | 52%                              | 2,010       |                    |
| GAT Group B - Area 4 | 4%  | 1% ↓  | 56%                          | 1%                             | 9%                               | 2,405       |                    |
| GAT Group C - Area 4 | 0%  | 57% ↓                                       | 69%                          | 39%                            | 41%                              | 561         |                    |
| GAT Group D - Area 4 | 23%   | 72% ↓                                       | 59%                          | 43%                            | 45%                              | 1,529       |                    |
| GAT Group E - Area 4 | 5%  | 39% ↓                                       | 65%                          | 25%                            | 45%                              | 1,680       |                    |
| GAT Group F - Area 4 | 38%   | 87% →                                       | 83%                          | 72%                            | 74%                              | 2,012       |                    |

\* % of Clubs Reporting Goal Completed Icons: ↑ Met or Exceeded Clubs Reporting Target → Within 15% of Clubs Reporting Target ↓ More than 15% Below Clubs Reporting Target

# 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

Activity Name Required to Save  
Required to Report

### 1. Activity Level

Activity Level Club  
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.

# GAT Success Story Funding



# 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



Overview
Service Activities
Membership
Leadership Development
LCIF

**FILTER BY** RESET

LCI | GAT

Leadership Development Goals

Officers Trained

**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.

**Zone Chairpersons (ZC) Trained \***

● Current Fiscal Year ● Goal ● Previous Fiscal Year

**Club Officers Trained \***

● Current Fiscal Year ● Goal ● Previous Fiscal Year

\* Data reflects training completed between March 1st (previous fiscal year) through March 31st (current fiscal year). ZC goals are limited to the actual number of ZCs or zones.

| GAT Area             | % Districts Achieved Trained ZC Goal | % of ZC Trained Goal Completed | Goal % ZC Trained | % of ZC Trained | Goal ZC Tained | Actual ZC Trained | % Districts Achieved Trained Club Officers |
|----------------------|--------------------------------------|--------------------------------|-------------------|-----------------|----------------|-------------------|--|
| <b>GAT Area 4</b>    |                                      |                                |                   |                 |                |                   |  |
| GAT Group A - Area 4 | 35%                                  | 57% ↓                          | 85%               | 49%             | 231            | 132               |  |
| GAT Group B - Area 4 | 84%                                  | 73% ↓                          | 93%               | 68%             | 55             | 40                |  |
| GAT Group C - Area 4 | 22%                                  | 39% ↓                          | 62%               | 24%             | 59             | 23                |  |
| GAT Group D - Area 4 | 41%                                  | 49% ↓                          | 71%               | 35%             | 140            | 69                |  |
| GAT Group E - Area 4 | 41%                                  | 48% ↓                          | 85%               | 41%             | 180            | 86                |  |
| GAT Group F - Area 4 | 57%                                  | 77% ↓                          | 90%               | 69%             | 262            | 201               |  |

\* % ZC and Club Officers Trained Goal Completed Icons:   ↑ Met or Exceeded Training Target   → Within 15% of Training Target   ↓ More than 15% Below Training Target

**Cumulative Totals**

**4,600**  
ZC and Club Officers Trained

**1,126**  
Total Zone Chairpersons

**551**  
Zone Chairpersons Trained

**26,570**  
Total Club Officers

**4,049**  
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!

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

Lions Clubs International | Support | Messages | Yong Zhang

Learn | Home | LCI Institute | **Local Training** | Manage Training | Reports

Training Event | DRAFT

**Training Information**

\*Course Name:  \* Course name is required

\*Course Language:

\*Training Type:

\*Audience:

Program Details & Application URL:

Application Due Date:

Estimated # of participants:

**Event Information:**

\*Start Date:

\*End Date:

\*Start Time:

\*End Time:

Venue:

Street Address:

City:

Postal Code:

**GAT - GLT Coordinator**

Name:

Email:

Phone:

MD/District:

DELETE | SAVE | PUBLISH

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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](https://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 Schneckner & 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





Thank You

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