

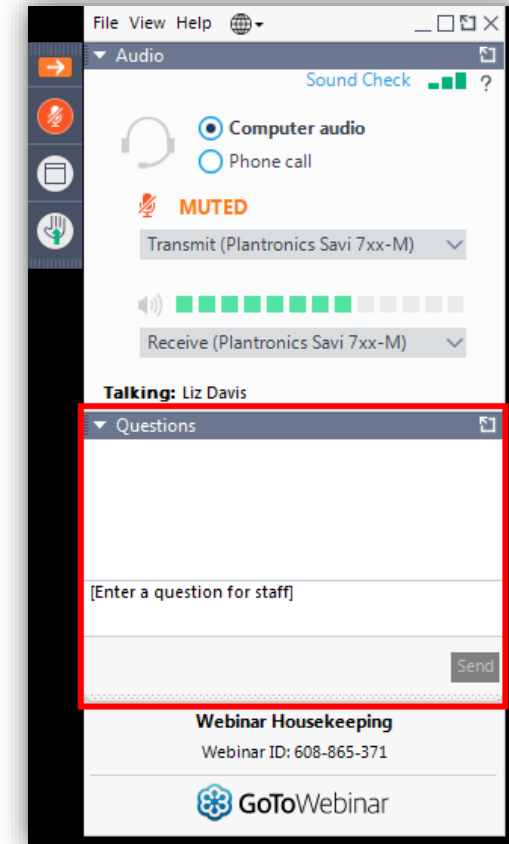
Important information about this webinar

Due to the size of the group, this webinar will begin promptly at 6 PM CDT

This webinar is being recorded; the recording and PowerPoint will be available afterward.

Your microphone has been muted and will remain so for the duration of this webinar.

Have a question? Submit it using the “Questions” tab located in the sidebar.





Rebuilding a Small Club: It's a process

A case study from District 2 X1 in Texas

Rebuilding a Small Club: It's a process

A case study from District 2 X1 in Texas

PDG Chris Gunstream

Multiple District 2 GMA Champion
Host



Agenda

- ▶ **Part 1:** Why rebuild?
- ▶ **Part 2:** The story of Italy Lions Club
- ▶ **Part 3:** Membership Resources
- ▶ **Part 4:** Q & A





Presenters



John Eads

Multiple District 2
Past Council Chair



Esmeralda Rodriguez

District 2 X1
District Governor

Why rebuild a small club?

- Expand service footprint
- Improve member growth at all organization levels
- Maintain name recognition in local community
- Preserve club history



SOME QUESTIONS COME TO MIND

How do I find the magic to rebuild a club?

How do I get community buy-in?

Do I have available club leadership?

What is the current financial condition of the club?

What happened to the former membership?



Global Membership Approach (GMA): A process that works

- ▶ Build a Team
- ▶ Build a Vision (S.W.O.T. Analysis)
- ▶ Build a Plan (Goal Setting)
- ▶ Build Success



The Story of Italy Lions Club

- Once upon a time...as the story goes, we found the magic to rebuild the club
- The club was down to three members
- The club had one tenacious president who refused to let the club die



**Club President
Flossie Gowan**



Process of Building a Team



- Do your homework on who should be on your team
- Include current district leadership and past district governors
- Have a brainstorming session with team
- Meet with club and leadership

Process of Building a Vision



- First, a meeting with club leadership is key
- Make a preliminary assessment of the current conditions of the club to help determine what is needed and resources available (S.W.O.T. Analysis)
- Discuss known community contacts and relationships
- Community needs assessment for service projects

Process of Building a Plan



- Importance of customizing a plan of action that fits the current club situation and S.W.O.T. Analysis – keep it simple!
- Discuss doable options for immediate service and visibility in the community; create a plan of action
- Examine calendar of events in the community for service and visibility opportunities
- Determine where additional manpower will come from to do service; offer district help from other lions

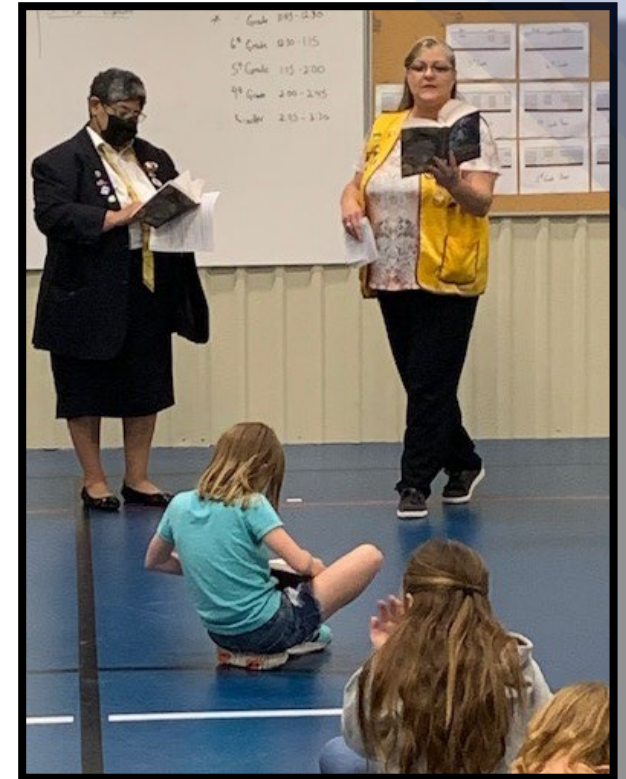
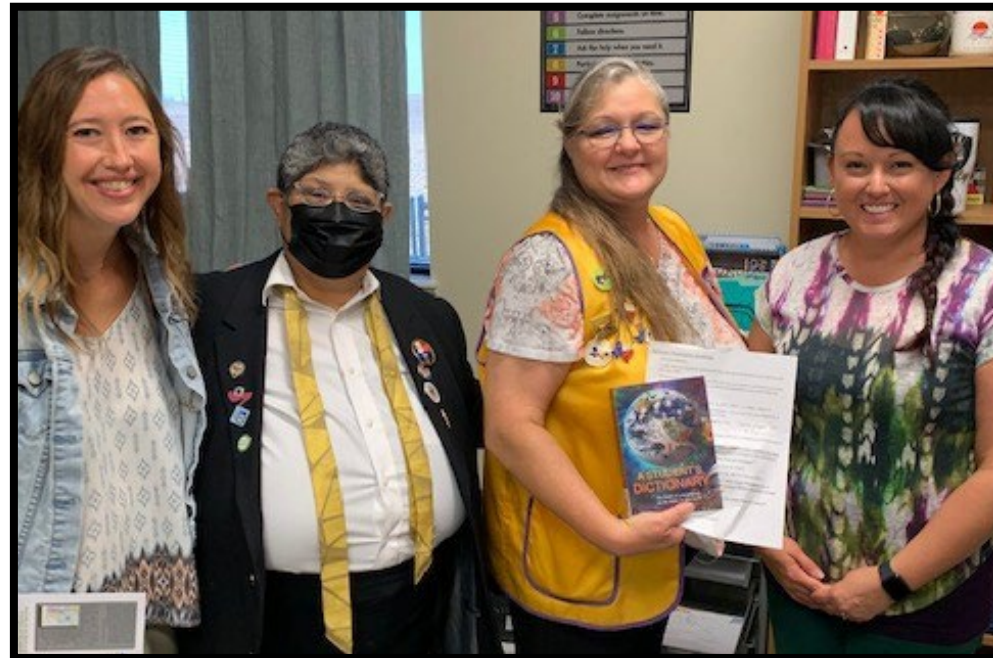
Process of Building Success



- Members of the team assigned to the club must stay in touch with club leadership to encourage, support, and offer help – keep the communication channels open
- Members of the team need to work in the club's initial service projects and meet with them at club meetings
- Communicate and have recognized at district meetings the members of the club and what they have accomplished



Dictionary Distribution to Local 3rd Graders



September 2021

“Buon Natale” – Italy Christmas Festival & Parade



December 2021

Results of Rebuilding Process: After 5 months



- Revived Italy Lions Club; once again active & having meetings
- Increased their membership by eight members
- Reconnected the club with Italy and surrounding communities
- Completed two service projects and a fundraiser
- Made a visible statement to the community: The Lions are back!

A rebuilding success?



- Yes, most assuredly. Italy is now an active club providing service to the Italy community
- It takes cooperation, teamwork of a lot of lions willing to help and a club leader like president Flossie for success
- It takes creating a customized plan and putting it into action to rebuild a Lions Club and we had fun doing it!

Thanks to the Italy Rebuilding Team - from Rebuilding Coordinator PCC John Eads



- Governor Esmeralda Rodriguez
- 1st Vice District Governor Fred Conger
- 2nd Vice District Governor Prakash Gautam
- GMT PDG Wayne Meachum
- Zone Chair Manuel Palavicini
- Past Cabinet Secretary Tommy Worthy
- Past Council Chairman John Landrum
- 17 total volunteer Lions from various clubs



Know your ABCDs

- **A**ttitude-Positive
- **A**ssessment
- **A**ctive Engaging Service
- **B**elieve in High Reasonable Expectations
- **B**e Willing to try something new
- **B**uild on Traditions
- **C**aring
- **C**ommunicating
- **C**ollaborating
- **D**are to Dream Big
- **D**are to Take a Risk
- **D**eterminations



Resources



Club Health Assessment Action Strategies

- This document presents:
 - Situations
 - Potential problems (causes)
 - Possible actions/resources
- Topics covered:
 - Membership
 - Reporting
 - Finance
 - LCIF
- Found on LionsClubs.org
 - Also one of our virtual handouts



Club and Community Needs Assessment

- Activities to help identify
 - Club strengths and challenges
 - Club motivations
 - Community needs
- Found on LionsClubs.org
 - Also one of our virtual handouts



“

**Have a bias toward action - let's
see something happen now.
You can break that big plan
into small steps and take the
first step right away.**

”

- Indira Gandhi



Action Plan Template

Area of Focus					What objective is your goal statement referring to?				
<input type="checkbox"/> SERVICE ACTIVITIES		<input type="checkbox"/> LEADERSHIP DEVELOPMENT		<input type="checkbox"/> CUSTOM GOAL					
<input type="checkbox"/> MEMBERSHIP DEVELOPMENT		<input type="checkbox"/> CAMPAIGN 100							
Goal Statement									
Indicate what specifically, the district intends to accomplish.									
Action Step		Responsible Party		Required Resources (team members, technology, funding, etc.)			Date to Begin		Due Date
Indicate how your team will accomplish the goal. The action step should be specific and measurable. Include details such as, number of Lions, specific activities, communications, etc.		Indicate the individuals who will do the work to complete each action step.		Indicate key resources or funding needed to execute each action step.			Indicate when the planning will need to begin to accomplish each action step. Remember to build in time to follow up with the responsible party when selecting a due date.		
Assessment					Alterations				
To be completed throughout the year; any actions/feedback received that might affect the overall timeline and actions needed to accomplish the goal statement listed above.					To be completed throughout the year; based on the assessment, what modifications to the listed timeline/action steps need to occur to accomplish the goal statement listed above.				



Contact Global Action Team **HQ**



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Poll

Tonight's Takeaways

- ▶ Why should we rebuild?
- ▶ The GMA process also works in rebuilding a club
- ▶ Dedicated and committed District Leadership
- ▶ Need for a dynamic leader within the club
- ▶ Building district buy-in to help with rebuilding a club
- ▶ The need for a Guiding Lion to work with the club after the rebuilding process
- ▶ It is truly a team effort







Thank You