



# Global Action Team Ambassador Webinar Series



# Agenda

---

- GAT Ambassadors in Action!
- **GAT Service initiatives in CA 8 (Africa)** with PID Dr. Manoj Shah, CA 8 Constitutional Area Leader
- Resources & next steps
- Q & A
- Closing remarks







# GAT Ambassadors in Action!



**Share how you have been involved since our last session.**



# Making a Difference: The Power and Impact of Service Activities

---

PID Dr. Manoj Shah  
GAT CA Leader, CA8



# Service in Africa

---

- **88% of Lions Clubs** and **60% of Leo Clubs** in Africa have reported their Service Activities
- Overall people served in this LY are **20.5 million** in Africa
- Amongst the 5 Global Causes, maximum service activities were conducted for **Hunger**
- In addition to the global causes, Education and Health are the other 2 causes, with the most reported service activities





# Global Service Week

# Together We Can

---

- A partnership between the Lions of Delaware and the Lions of Kenya
- 6 days and 27 Service projects held in Nairobi, Kenya by Lions from 10 States, 4 continents, and 7 countries
- Goal – Cover every aspect of Global Service initiatives of LCI through combined efforts



# Accomplishments

---

- ▶ Visually impaired children received footballs designed for the blind
- ▶ Thousands of children received vision screening, supported by Nairobi Lions Sight First Hospital
- ▶ A school for **over 1000** physically disabled children received medical care through a diabetes clinic, and donated wheelchairs. The school was also gifted an incinerator and industrial washing machine
- ▶ Special Olympics event inclusive of various games and a medical clinic. It featured vision screening, diabetes screening, a foot and wound clinic, hearing screening, and a surgical bay
- ▶ To combat period poverty, some schools received hygiene kits for young women
- ▶ Food supplies provided to families affected by drought



# Accomplishments

---

- ▶ **100 patients** were given the gift of sight. They received free cataract surgery at the Lions Sight First Hospital
- ▶ Digital orbit readers for the blind were donated to the visually impaired
- ▶ Trees planted over **10 acres** of land
- ▶ A bore hole well drilled in the southern part of Kenya that was affected by drought for over 3 years
- ▶ The delegates also attended Lions Day with United Nations in Nairobi
- ▶ **\$150,000 was raised** by the Lions in attendance for earthquake disaster relief to support the rebuilding efforts in Turkey and Syria.
- ▶ **18 new members** were inducted









# WHY DOES STORYTELLING MATTER?

---



# Stories can inspire new actions!!!

---

## An effective story can...

- Increase your club's **visibility** in the community
- **Inspire** new members to join you in service
- Bring new **awareness** to causes and people you serve
- Make people **remember** your club long after they read the story



# Craft a stellar story

---

- Story that matters to the community
- Headlines that grab attention
- Include details and testimonials
- Photos and videos!!!



# Where can you market your story?

---

Your target audience is all around you; you just need to connect with them at the right time, place, and through the effective channels

## Social Media

- ▶ **Facebook** - This is the most popular platform among Lions and an easy way to start.
- ▶ **Instagram** - This photo-based platform has a large following among young people and is a great way to recruit new members
- ▶ **What to post** - Post photos, stories, and promos for upcoming events. Include descriptions and links

## Meetings / Events

- ▶ Lions need to be inspired by stories at all of your club meetings, and district and multiple district events.
- ▶ Along with announcements, updates and trainings, don't forget to make time for storytelling.





# Collaboration

Why working together leads to success



# South Africa Durban Riots

- ▶ Post COVID – 19, South Africa was going through political unrest, high unemployment and poverty
- ▶ There were violent protests and destructions, leaving people unable to access necessities like food, electricity and healthcare
- ▶ Lions International stepped in to coordinate humanitarian relief efforts through the **Riot Relief Project**
- ▶ Donations, volunteers and funding arrived from all over the world, in every shape and form
- ▶ The Blacktown Ponds Lions Club in Australia and ICASA jointly donated R67,000 (US \$6,000)
- ▶ Lions worked around transportation restrictions, putting together food parcels, creating lunch packs for kids, and spending time with isolated individuals
- ▶ At least 100,000 families were fed, making a significant impact on their lives.
- ▶ People came together to overcome national obstacles with smiles on their faces.



A close-up photograph of a hand holding a blue and white pipette tip, positioned over a multi-well plate. The background is blurred, showing the grid of the plate and other hands. The image has a dark overlay.

# Out of the box Service Project

---



# Leo District 412 B – Changing mindsets

---

Project Focus – The Leos wanted to change the mindsets of street kids in Zomba (Malawi) and make the city a safer place

## PROBLEM

- Street kids in Zomba would resort to violence and stealing to obtain food and to survive

## RESPONSE

- Leos interacted and educated the street kids
- Organized fun games
- Encouraged them to pursue their dreams



# Leo District 412 B – Changing mindsets

---



## CHALLENGES

- Mobilizing the kids
- Convincing them to join a fun day event

## OUTCOME

- Engagement of kids in productive activities
- Zomba is now a safer place

# Key Takeaways

---

- ▶ As Ambassadors you will promote the vision of LCI and LCIF while reigniting the passion for service in our Lions and Leos
- ▶ Share the stories of success that you learn about at your club and district meetings
- ▶ Share necessary resources with your Club Service chairperson and encourage them to implement impactful service and fundraising projects. Also, encourage them to report their service activities
- ▶ Encourage the Club Service Chairpersons in your district to reach out to the non-active members and get them involved in service projects
- ▶ Collaborate with other clubs / districts / MDs
- ▶ Promote Leo – Lion Collaboration with joint service projects
- ▶ Invite your friends and family to service projects





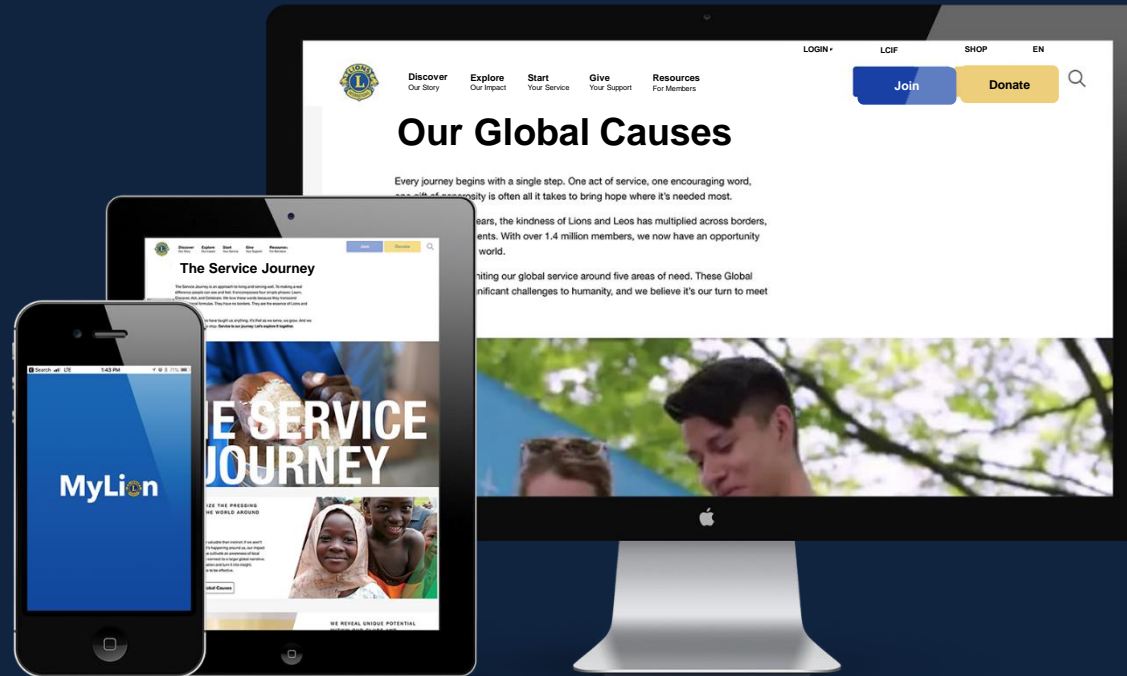
# Questions

# Resources

---



# The Service Journey



LEARN

DISCOVER

ACT

CELEBRATE



# The Service Toolkit

---



Lions Clubs International

## Club and Community Needs Assessment

---

SERVICE TOOLKIT



Lions Clubs International

## Developing local partnerships

---

SERVICE TOOLKIT



Lions Clubs International

## Fundraising guide

---

SERVICE TOOLKIT



# Service Resources

---

- Service Ideas Sheets
- Service Project Planner
- Service Programs information
- **Service Launchpad**



# Share Your Story

---



MyLion



Service Reporting Webpage



Measuring Service Impact  
Guide



Social Media

# Tools & Resources

## REFERENCE



Type pdf Size 2.11 Pages 4

### MyLion How to Report and Celebrate Service Guide

The MyLion How to Report and Celebrate Service Guide reviews how to submit service activities through the MyLion application.

 [VIEW](#)

## REFERENCE



Type pdf Size 0.27 Pages 2

### Why Service Reporting Matters

A helpful pdf for Lions and clubs explaining the variety of reasons service reporting is important.

 [VIEW](#)

## REFERENCE



Type pdf Size 3.42 Pages 7

### Measuring Service Impact

A detailed guide, outlining the wide variety of service that can be reported by Lions, along with directions on how to accurately calculate your service impact.

 [VIEW](#)

## REFERENCE



Type pdf Size 0.37 Pages 3

### MyLion Access Officer Permissions

Access and officer permissions list for MyLion users

 [VIEW](#)







# It's time for Action!

**Before the next webinar, take action!**

*There will be an opportunity to share during the next webinar.*

**What are the  
unmet needs in  
the communities  
in your area?**

**How can you  
encourage more  
out of the box  
service ideas to  
clubs in your  
area?**

**Are clubs in your  
area promoting  
their service?**



**Questions?**

# Upcoming webinars.....

---

**June: Final Session**

Contact:  
[GAT.CA5@lionsclubs.org](mailto:GAT.CA5@lionsclubs.org)





Thank You