



# GAT Field Guide

Dear Global Action Team Leaders,

Welcome! I am very excited to have each one of you on my team for the upcoming fiscal year. I have high hopes for what we can accomplish through our work together. In this document, you will find information pertaining to your roles for the next year, as well as guidance for using available resources and information.

As members of the Global Action Team, you play a significant role in its success. I will be looking to you to ignite the motivation within your districts and help spread the GAT message.

I firmly believe that the Global Action Team parallels the gears in a great machine. Alone, each gear sits still and silent. However, once the gears are connected as a team within the mechanism, it only takes the movement of one to create action as a whole. If we focus our attention on our districts, they will have the power to spark action within their clubs. After the club's gear begins to move, it affects the district's gear, and in turn the gear of the multiple district all the way up to the area. The movement of these gear is what powers our machine - the Lion Clubs association.

I hope that you find this resource helpful as you begin your adventures with the Global Action Team. Our GAT Staff is always eager to help with any support that you may need in the coming months. I have faith that this year, we can continue to expand and support action in the field. We can support the service of the organization and help Lions enjoy their service as much as a child enjoys a popsicle on a hot summer day.

Best Wishes,

Kajit "KJ" Habanananda  
Past International President  
Chairperson, Global Action Team



## 2019-2020 Core Expectations (MD/D)

ONBOARDING OBJECTIVES	
<input type="checkbox"/>	Review <a href="#">Roles and Responsibilities</a>
<input type="checkbox"/>	Review GAT Field Guide
<input type="checkbox"/>	Review <a href="#">district goals</a> for your area
<input type="checkbox"/>	Review important dates relating to opportunities for financial, programmatic and leadership development support.
<input type="checkbox"/>	Review and understand training materials for MyLion/MyLCI or regional reporting tools, to support/promote use
<input type="checkbox"/>	Review and understand the technology and communication needs of your area and provide support as needed.
<input type="checkbox"/>	Provide feedback on District Goals for your MD/district.
<input type="checkbox"/>	Connect with your field team and follow up on plans for the term year.

## Global Action Team (GAT) Focus Areas

### 1. District Goals

The GAT helps districts to achieve their goals by creating a unified approach to action in Leadership, Membership, Service, and LCIF. As members of the GAT it is your responsibility to support the goal setting, planning and implementation process. [Goals](#) should be reviewed on a quarterly basis to ensure districts are on track to achieve their goals.

### 2. Zone Chairpersons

As a member of the GAT one of your top priorities is to reinforce club level communications through the zone chairpersons in order to support initiatives and provide resources. Zone chairpersons will be utilized to ensure club officers are updated with the latest information and resources available through LCI, in addition to serving as a critical part of the feedback loop between clubs, districts and LCI headquarters. Hold your zone chairperson training early.

### 3. Feedback Loop

Feedback is essential to success in our work as Lions and members of the GAT. Specialists from Lion Clubs International will rely on all levels of the GAT to collect feedback on new initiatives, challenges and successes. Being an active part of this feedback loop is a crucial part of your unique role as a member of the GAT.

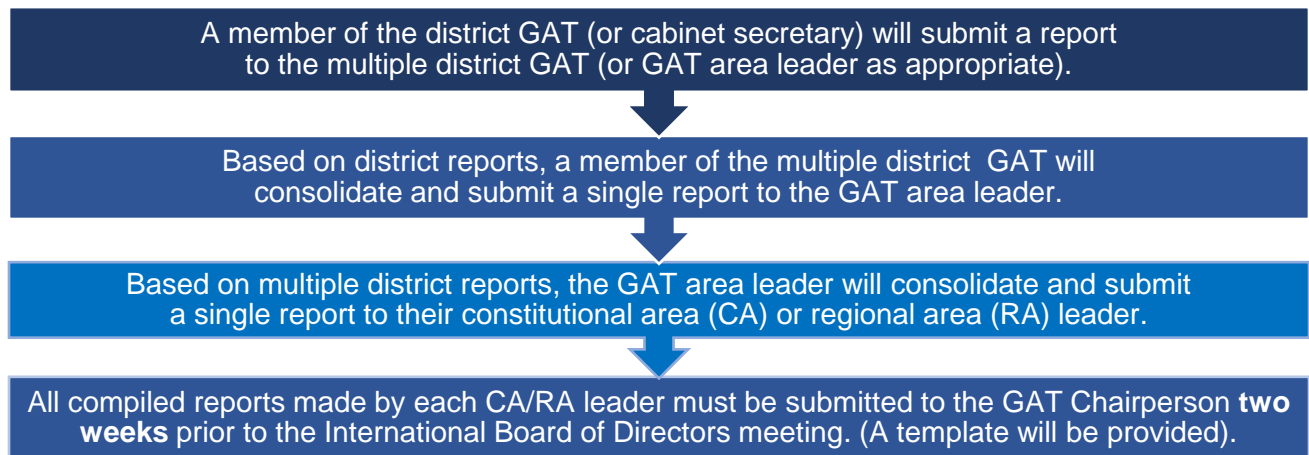
### 4. Success Stories

The GAT message is best shared through storytelling: stories that focus on a one-team approach and highlight how each pillar of the structure contributes to the others. Stories may be featured in social media, the GAT newsletter or the Lions blog, so send your GAT success story to [GAT@lionsclubs.org](mailto:GAT@lionsclubs.org).

Districts are eligible to receive US\$500 to support district GAT activities. See the [funding and grant opportunities](#) section for more info.

## Progress Reporting

Progress reports are regionalized by constitutional area/regional area. Reporting should occur no less than three times a year for the multiple district and district levels; and will occur five times a year for the constitutional, regional and area levels. CA/RA reports should be sent to the GAT Chairperson, with a copy to your current International Directors and [gat@lionsclubs.org](mailto:gat@lionsclubs.org). Reporting at all levels should be submitted according to the deadline set by your constitutional/regional area leader.



## Funding & Grant Opportunities

### GAT District Funding

Since storytelling is the best way to share our GAT successes, our GAT District Funding Program offers each district US\$500 for the 2019-2020 fiscal year when they submit a GAT success story through our website.

**In order to qualify for the funding, any district GAT member or the district's cabinet secretary, on record with Lions Clubs International for the current fiscal year, must submit a story to the GAT District Funding page.**

To be considered a complete submission, the stories should involve the district's GAT, take place **after July 1, 2017** and do one of the following:

- Show the impact of an action taken.
- Inspire the reader to do something.
- Show an action that the reader can take.
- Allow the reader to learn something.

**The program will launch in September 2019. Submissions will be accepted through March 31, 2020.**

Examples of how to use district funding include: hosting a GAT retreat, funding a district service project, providing support to advertise your district's clubs and events, among many others.

### Leadership Development Grants

#### Leadership Development Multiple District and District Grant Program

The Leadership Development Multiple District and District Grant Program provides funding to support expenses related to multiple district training of 1<sup>st</sup> and 2<sup>nd</sup> vice district governors and district training of zone chairpersons. Multiple district, single district, or district Global Leadership Team coordinators, on record with Lions Clubs International for the current fiscal year, are responsible to submit the grant application and reimbursement form.

The **Leadership Development Multiple District Grant** provides reimbursement of up to **US\$100 per confirmed 1<sup>st</sup> vice district governor** and up to **US\$75 per confirmed 2<sup>nd</sup> vice district governor** (not to exceed actual expenses incurred).

**NOTE:** *Multiple District Global Leadership Team coordinators are highly encouraged to invite 1<sup>st</sup> and 2<sup>nd</sup> vice district governors from neighboring single districts to attend.*

The **Leadership Development District Grant** provides reimbursement of up to **US\$500 per district** for training of zone chairpersons (not to exceed actual expenses incurred).

**NOTE:** *District Leadership Development grant funding is limited – those who submit first will have priority.*

If there is a provisional district in your area, contact your GAT Specialist for more information on available funding.

**TAKE ACTION!** *Estimate your training dates and apply for relevant grants as soon as the grant application becomes available! You can always change the training dates later, if necessary.*

To learn more about the multiple district/district grant application and reimbursement process, please contact [leadershipdevelopment@lionsclubs.org](mailto:leadershipdevelopment@lionsclubs.org).

### **Institute Grant Program**

All multiple districts, single districts and undistricted provisional districts/regions/zones, can now apply for a grant to support local institutes. Be sure to communicate with your multiple district or single district Global Leadership Team coordinator, as they are responsible to approve and submit the grant application and reimbursement form.

To learn more about the Institute Grant Program, please visit:

<https://lionsclubs.org/en/resources-for-members/leadership-development/institute-grant-program>.

## **Membership Development Grants**

### **Membership Development Grant Program**

Multiple districts may apply for up to US\$10,000 and districts may apply for a maximum amount of US\$5,000. Membership Development Grants provide funding on a competitive basis to help regions capture new markets, particularly where membership has been declining.

**Please note:** *grant award amounts allocated per CA may vary.*

### **Large-Scale Grant Program**

Large-Scale Grants can have either a retention or a recruitment component. The maximum amount for a selected Large-Scale Grant applicant is US\$15,000 per year, for three years (US\$45,000 total over three years).

### **Special Initiatives Grant Program**

A Special Initiatives category will also be available for grants that could include:

- Replicating a previously successful grant.

- Targeting specific clubs (less than 15 members, men-only clubs, or other specific demographic).
- Excess (if a particular CA has utilized all of its available funds).
- Particular special initiative/area/type of club identified by the Board.

For additional information on Membership Development Grants, please contact your GAT Specialists or email: [membership@lionsclubs.org](mailto:membership@lionsclubs.org).

## LCIF Grants

Lions Clubs International Foundation offers several types of grants, supporting the service of Lions across a variety of causes. The [grant comparison chart](#), contains detailed information, including the specific criteria for each type of grant. This chart is located in the Resources Center on the LCI website. Visit the [LCIF webpage](#) to learn more.

## Marketing and Communication

### Social Media

In order to drive membership growth and retention, leadership, and service at the club and district level, empower Lions to use social media to accomplish the following:

- Drive Lions to website, Facebook and blog for GAT operational updates (forms, deadlines, etc.).
- Drive Lions to webinar registration pages.
- Download resources from Facebook group and website.
- Engage audience in valuable connections and conversations about membership, leadership and service.
- Gather user-generated content (photos, videos, quotes, stories).
- Call for submissions of success stories regarding service projects, membership drives and leadership trainings.

### Blog

The GAT utilizes the [LCI Blog](#) to highlight GAT success stories that:

- Inspire readers through life-changing stories.
- Provide readers with expertise and “how-to’s.”
- Give readers opportunities to act.

### Newsletter

The GAT sends out a [quarterly newsletter](#) that serves as a primary communication channel and feedback mechanism for GAT and LCI organization initiatives. Staff works with the divisions and the GAT Chairperson to create quarterly content that communicates key operational and programmatic information related to GAT.

### Branding

The Lions Clubs International [Brand Guidelines](#) help us consistently represent our identity as the world’s premier service organization. Our standardized verbal and visual guidelines ensure the success of this identity, but are flexible enough to allow for individual expression. Please use the branded PowerPoint template, [logos](#) and other materials to support your Lions work. Contact your GAT Specialist if you need additional materials or have questions.

## Communication Methods

### Messenger Apps (WhatsApp/KakaoTalk/Line/WeChat)

GAT staff and field team utilize WhatsApp and other direct-messaging applications to communicate strategy and resources.

### Facebook

Consider creating CA/regional/area Facebook groups to communicate with your teams.

### MyLion

GAT regional field team will act as the conduit for MyLion education and toolkit resources to drive adoption of platform.

## Technology

### Digital Ambassadors

Each CA has been designated specific digital ambassadors to act as advisors, promoters and subject matter experts on Lions digital product/s. Contact your GAT Specialist for the ambassadors in your area and work together to support the needs of your Lions.

### Single Sign-On

A centralized platform for MyLion, MyLCI, Insights and the LLC is now available. Take some time to explore and familiarize yourself with the system and let your GAT Specialists know if you have any questions.

### MyLion

Use MyLion to connect with other Lions Clubs members, set up and promote club service activities, and discover projects in your area. The GAT regional field team will act as the conduit for MyLion education and toolkit resources to drive adoption of platform.

### Service Reporting

Report your service on [MyLion](#). Sharing your impact is important to members, clubs and to our organization as a whole. Reporting can help chart progress and engage prospective partners. Capturing the information of all service projects, small or large, will demonstrate how clubs are making a difference.

### MyLCI

Use [MyLCI](#) to review, maintain and update current membership in your district, view membership reports and monitor the progress of newly charter/status quo clubs.

### Data Download

Club or officer data is available for download using the Data Download function on [MyLCI](#). You may choose to download all data, contact information only or any combination of data fields. By default, all member records are downloaded. For additional information on how to use the data download function, contact your GAT Specialist.

### Reports

Membership reports help GAT leaders monitor the membership growth and attrition trends within a 30-day time frame. These reports allow the assessment of the health of a multiple district and district to assist in the implementation of a

strategic plan. Membership report resources can be found in the [Membership Reports Toolbox](#) or through MyLCI under the Support Center.

### **Insights**

MyLion Insights provide LCI statistics and metrics for your area of responsibility based on your title with Lions Clubs International. Reach out to your GAT Specialists to request a PowerPoint and video for more information.

### **Lions Learning Center**

There are a variety of courses available on the [Lions Learning Center](#).

### **eMMR**

Some countries do not have access to certain technologies that we use here at LCI (mainly MyLion and MyLCI). For this reason, they may be excluded from certain communications and emails, or may require different messaging than other countries. For a complete list of eMMR countries and their methods of inputting data contact your GAT Specialist.

## **Resources**

### **District e-Book**

This [District e-Book](#) compiles essential information that is necessary for a successful term as a district governor. The e-Book provides easily accessible resources, links, guidelines and board policies.

### **Club e-Books**

[Club e-Books](#) are available for multiple roles at the club level. These documents have comprehensive guides to complete a successful term as a leader at the club level.

### **GAT Landing Page**

The GAT [landing page](#) contains GAT updates and resources, which link to the Pocket Guide, toolboxes for [leadership](#), [membership](#) and [service](#), and our updated GAT videos ([1](#) and [2](#)).

### **Roles and Responsibilities**

[Roles and responsibilities](#) are provided for constitutional area leaders, regional area leaders and area leaders in their appointment emails.

Multiple district, district and club roles and responsibilities are being reviewed at the June 2019 Board meeting and will be updated on the [GAT web page](#), shortly thereafter.

### **GAT Roster**

A complete list of all GAT constitutional area leaders, regional area leaders, and area leaders with their assigned multiple districts, single districts and undistricted areas can be found on the [GAT landing page](#).

### **GAT Overview PPT**

A PowerPoint presentation providing a general overview of the GAT and team roles is available on the LCI website on the [GAT resource page](#).

### **Pocket Guide**

The [GAT Pocket Guide](#) provides a high-level overview of the structure, mission and goals of GAT. This can be printed out and used at meetings and forums.

### **GAT Staff Contact Information**

A GAT [staff contact list](#) is available on the website.

Directly contact the team at [GAT@lionsclubs.org](mailto:GAT@lionsclubs.org) or (630) 203-3815.

### **Club Supplies**

Multiple district, district and club GAT leaders can purchase business cards and other items through our [Club Supplies Store](#). These include, but are not limited to: awards, pins, pens and clothing items.

### **Board Policy Manual**

Be sure to review the [Board Policy Manual](#) after each Board meeting, as updates frequently occur.