



GAT Success Story Funding

Craft a Stellar Submission

Have you ever wondered what makes a great GAT Success Story Funding submission? Check out these examples, and the key points on the sides, to see what makes a stellar story submission.

Encouraging Young Membership

Focus on one topic.

The GAT of district 404A1 is an all-female squad. At the beginning of the 2021 Lions year, we made the decision to work closely together to allow District 404A1 Nigeria to excel, particularly in the area of young membership. Within the first week we created a WhatsApp group and shared plans of proposed activities. For every training activity from the GLT, the GMT ensured that members and non-members participated, and the GST would encourage all clubs to report these trainings as well as all their service activities. The GLT encouraged the trained FDI/ALLI to facilitate different trainings for Lions, Leos and others in leadership and skills particularly relevant for the new normal. The membership training conducted in region 8 was a particular success of the GAT.

Show the steps taken.

Describe the impact those steps had.

Edo Diamond Leo club (on request of the youth) was chartered by Edo Diamond Lions club after their skills acquisition training. The president Lion Patience Eferyanan and members of Edo Diamond Lions club engaged the young people around East Circular road, Benin in a skill acquisition training; making fascinations, which are currently the trend in the fashion world. The (fascinator making) training was held on 11th August 2020. Members of Edo Diamond Lions Club sponsored the learning resources; tapes, scissors, fabrics which the participants took home free, together with the fascinations they produced, after the training. The training turned out brilliantly with very excited young people.

Share how people responded.

Days later several other young people heard about the training and appealed to the president of Edo Diamond lions Club to offer another training session. She, with advice from the GMT, encouraged them to come together to for a Leo club and then teach others the skills that they learnt. They were excited! The GMT supported by a Leo-Lion initiated the charter process and meetings were set up and the Leo Club was successfully chartered and continues to meet.

The GST was on hand to support Edo diamond Lions and Leo Clubs. The GAT continues to support the membership, training and service excellence of clubs in D404A1 Nigeria.



Include a Picture.

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How we confronted the drastic membership drop in December...

Explain the situation and circumstances.

Share your feelings.

I, as a District Governor, was handed 2915 members at the beginning of this Lions Year in July. We had planned a steady growth throughout the year to achieve the target of at least a 10% growth and were progressing with a positive net membership growth of 189 members at the end of November. We had anticipated some drops to happen in December, but it was a rude shock to lose more than two-thirds of the numbers that we had added in the first six months. We closed the net membership growth in December 2019 at minus 111.

Describe moments and settings.

We tried everything within our means, but results were far from our expectations. It was peak winter and one of our clubs (LC Varanasi Century) had tied up with a popular FM Radio Station (98.3, Radio Mirchi) to distribute warm clothes, blankets and food packets to the needy late in the night and in the wee hours of the morning. As I was going through one of their social media posts, an idea struck me. Next evening, I was there in their studio in Varanasi, and an interview was recorded by one of their popular RJs (DJs). I spoke about what the Lions do and how can one join a Club to do what they want to do.



Share an image.

Outline the actions taken.

The very next day, while the channel kept talking about how they had collaborated with the Lions Clubs International to observe a week of service, they kept playing songs in between and played excerpts from my interview which was recorded the previous evening. The entire episode was replayed again later that evening. To multiply the effectiveness, I requested for a short video of the episode which I shared on various platforms in social media. To my utter surprise, I was overwhelmed with calls (I had given away my phone number on air) from people wanting to join Lions Clubs.

Reveal what happened because of your actions.

In the past, we had been in conversation with some groups in nearby districts to form new clubs but had not succeeded. But after this episode was aired, we added new members to existing clubs and managed to charter two new clubs in January and another one in February and have an improvement in net membership growth from minus 111 to a plus 182 in a span of two and a half months. We are in conversation with at least two more clubs that will see the light of the day soon.