



Global Action Team

Field Guide



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Onboarding Expectations

- ☐ Review your [roles and responsibilities](#) and the GAT Field Guide.
- ☐ Review [district goals and action plans](#) developed for your area, including *MISSION 1.5* targets, and provide feedback, as needed.
- ☐ Review important dates for opportunities for financial, programmatic and leadership development support.
- ☐ Review and understand training materials for the Lion Portal, including any regional reporting tools, to support/promote use.
- ☐ Review and understand the technology and communication needs of your area.
- ☐ Connect with your field team and follow up on plans for the term year.
- ☐ Complete the Global Action Team course on the Lions Learning Center.
- ☐ Join the Lions Global Action Team [Facebook group](#) and encourage your teams to do so as well.
- ☐ Ensure that you and your teammates have a unique email address or phone number on file with Lions International. Talk to your club secretary to update your information.
- ☐ Review the [Global Membership Approach](#) 4-step process PowerPoints and supporting resources, including the Global Membership Approach on the Lions Learning Center..

Ongoing Expectations

- ☐ Ensure MD, district, and club GAT understand their [roles and responsibilities](#).
- ☐ Commit to the organization-wide goal and objectives of [MISSION 1.5](#), which includes achieving defined regional membership targets.
- ☐ Sponsor at least one new member and extend at least one new club.
- ☐ Connect with clubs to ensure Service Activity Reports are being submitted.
- ☐ Review progress towards [district goals](#), inclusive of *MISSION 1.5 targets* established, for your area through the [District Goals Progress Dashboard](#) and adjust plans as needed.



- ☐ Ensure that you are communicating challenges and successes with your fellow GAT and respective teams to strengthen our impact.
- ☐ Meet regularly with your GAT leadership and provide feedback on membership growth target attainment.
- ☐ Apply for all appropriate Leadership Development, Membership Development, LCIF and Marketing [grants](#).
- ☐ Ensure zone chairpersons are engaging their clubs by sharing information, resources and offering district support to overcome challenges they may be facing.
- ☐ Promote the required role of the Global Extension Team Chairperson at the district level.
- ☐ Ensure the Marketing Chairpersons are engaging their clubs by sharing the resources on the [Marketing Matter Webpage](#) and encouraging them to promote service, membership, and leadership, and service opportunities.
- ☐ Encourage Lions to create a Lion Account for access to platforms critical to their role and online trainings within the Lions Learning Center.

Global Action Team History

The GAT began as a series of separate teams, the Global Membership Team (est. 2008), Global Leadership Team (est. 2010) and Global Service Team (est. 2017), which were united in 2017 to form the Global Action Team.

In 2019, the Lions Clubs International Board of Directors resolved to further unify the teams by breaking down the GMT, GET, GLT and GST silos at the highest levels of GAT to provide cohesive leadership across all levels of Lions. To further strengthen our service impact through membership growth, in 2022 the optional role of the Global Extension Team Chairperson was created at the district level to ensure new clubs goals of the district are met. The Global Extension Team Chairperson was then made to be a required position at the 2024 March board meeting, effective for the 2024-2025 Lion year. Today, the Global Action Team is aligned to create lasting impact through action from the club level to an international scale.

Global Action Team Purpose

The GAT unites membership, leadership, and service efforts so districts can reach their goals and help achieve *MISSION 1.5*. From constitutional area to club level, the GAT focuses on:

- **Positive Membership Growth**
- **Strong, Innovative Leadership**
- **Community Visibility** through impactful service
- **Championing** Lions International and LCIF's vision, inspiring Lions and Leos to serve

Benefits of the Global Action Team

- A **resource for success** leading *MISSION 1.5*, providing guidance to grow membership and strengthen clubs.
- Offers **peer-to-peer support**, connecting leaders who understand local challenges and can share solutions.



- Promotes **global expertise, local activation**, adapting proven strategies to regional needs.
- Ensures **authentic mentorship**, with GAT leaders modeling strong leadership and developing local Lions' skills.
- Creates a **goal-oriented** environment, guiding districts to set and achieve *MISSION 1.5* targets.
- Fosters **connection** among clubs and districts, linking local projects to the global community.
- Acts as the **voice of Lions**, relaying field insights to Lions Clubs International for new tools and resources.
- Enables **storytelling**, sharing inspiring examples of service and success worldwide.

Global Action Team Focuses

MISSION 1.5

Lions International is on a mission to reach **1.5 million Lions** on **2027**. The objectives are:

- Achieve **positive net growth** in every constitutional area on **July 1, 2027**
- Have **all districts** charter new clubs
- Have **all clubs** induct new members
- Encourage **diverse membership** strategies across districts

Your Role (Clubs, Districts, Multiple Districts)

- **Clubs:** Actively recruit new members and foster inclusive environments.
- **Districts:** Charter new clubs and support clubs' membership efforts.
- **Multiple Districts:** Guide districts, share resources, and coordinate larger-scale membership initiatives.

GAT constitutional area (CA) and area leaders track progress and provide training/support, ensuring that local leaders contribute effectively to *MISSION 1.5*.

MISSION 1.5 Summits

During the **first and fourth quarter of each Lion year**, in-person training for District Governors, District GMT/GET Coordinators, and Multiple District GMT/GET Coordinators focuses on:

- New club development
- New member recruitment and engagement
- Action plan refinement

GAT CA/AL leaders manage, plan, and support these trainings with help from the *MISSION 1.5* staff. Districts and multiple districts are encouraged to attend and apply these strategies at the local level.

Global Membership Approach

The **Global Action Team (GAT)** leads the **Global Membership Approach (GMA)**, a strategic process and set of resources that help districts achieve *MISSION 1.5* by:

- Rejuvenating districts with new clubs.
- Revitalizing clubs with new members.
- Re-motivating existing members with fellowship and exciting service.



Adapting to Local Needs

The GMA can be **customized** based on the unique needs and circumstances of each region.

Your Role as GAT

- **Implement GMA Steps:** Build a Team, Build a Vision, Build a Plan, and Build Success within your area.
- **Coordinate with Area Leaders:** Learn about any **regional adaptations** to best support local clubs and districts.

More information and resources are available on the [Global Membership Approach webpage](#).

District Goals

The GAT helps districts set and achieve goals in membership, leadership, service, and LCIF. As a GAT member, you're responsible for guiding districts through the goal-setting, planning, and implementation processes, ensuring they stay on track. Reviewing progress each month keeps everyone informed and allows for timely adjustments.

To measure success and identify areas for improvement, consult the District Goals Progress Dashboard (Insights), which tracks *MISSION 1.5*, leadership, service, and LCIF results. Updated data is available each August, giving you the information needed to guide districts toward their targets.

Increase Lion Account Usage

Our digital tools, resources, and data help Lions succeed at every level. Because access depends on each person's role, encourage everyone on your team to create a Lion Account and explore the features available to them. For more details, refer to the Technology section of this guide.

Worldwide Reporting Days (WWRD)

- **Timing:** Three times a year in quarters 2, 3 and 4.
- **Format:** CA leaders meet with the Steering Committee. Area leaders, group leaders, and LCI staff attend as viewers.
- **Preparation:** CA leaders are responsible for submitting area reports before each WWRD.

Funding & Grant Opportunities

Leadership Development Grants

Leadership Development Multiple District and District Grant Program

- **Who Applies:** The current MD or district GLT coordinator of record.
- **Purpose:** Helps cover leadership training costs for FVDGs/1st VDGs and SVDGs/2nd VDGs.
- **Funding:**
 - Up to **US\$100** per confirmed 1st VDG
 - Up to **US\$75** per confirmed 2nd VDG
 - Up to **US\$500** per district for zone chairperson training
- **Note:** Funds are limited and awarded on a **first-come, first-served** basis. Provisional districts can contact their GAT Specialist for details.



- **Action:** Grant applications open at the end of May for the following year. Apply early and adjust training dates later if needed.
- **Info:** Email leadershipdevelopment@lionsclubs.org or visit the [Leadership Development webpage](#).

Leadership Development Institute Grant Program

- **Who Applies:** Multiple districts, single districts, or undistricted provisional regions/zones can request funds for **Emerging Lions Leadership Institute (ELLI)** or **Regional Lions Leadership Institute (RLLI)**.
- **Approval:** The MD/single district GLT coordinator must approve and submit the application.
- **Info:** See the [Institute Grant Program page](#).

Membership Development Grants

Membership Development Grant Program

Our membership growth is essential. The **Membership Development Grant Program** supports recruitment, especially in areas with declining membership.

- **Multiple Districts:**
 - **Amount:** Up to **US\$4,500** per application
 - **Frequency:** Apply up to **two times** per Lion year
 - **Maximum:** **US\$9,000** per Lion year
- **Districts:**
 - **Amount:** Up to **US\$1,500** per application
 - **Frequency:** Apply up to **three times** per Lion year
 - **Maximum:** **US\$4,500** per Lion year
- **Purpose:** Capture new markets and grow membership
- **Apply:** Visit the [Membership Development Grants webpage](#) or email membership@lionsclubs.org

New Voices Symposium and Workshops Grants

The **New Voices Initiative** promotes gender parity and diversity by increasing participation of women, young adults, and underrepresented groups.

- **Symposium Grants:**
 - **Amount:** **US\$2,000** per symposium
 - **Maximum:** **US\$4,000** per Constitutional Area (CA)
- **Workshop Grants:**
 - **Amount:** **US\$2,000** per workshop
 - **Maximum:** **US\$4,000** per CA
- **Purpose:** Promote diversity and increase participation
- **Apply:** Email newvoices@lionsclubs.org or specialtyclubs@lionsclubs.org

LCIF Grants

Lions Clubs International Foundation offers many grant programs, supporting the service of Lions across a variety of causes. [The LCIF Grants Toolkit](#) contains detailed information, including the specific criteria for each type of grant.



Marketing Grants

The **Marketing Grant Program** funds marketing, PR, and advertising projects to increase awareness of Lions clubs.

- **Purpose:** Enhance public awareness through effective marketing and PR initiatives.
- **Eligibility & Application Window:** Open to multiple districts, provisional zones/regions, undistricted areas, and single districts not part of a multiple district. Applications are accepted from **July 1 to mid-September** and reviewed in **October** by the Marketing Committee.
- **Apply:** Visit the [Marketing Grants webpage](#) for deadlines and application details.

Marketing

Marketing Matters Webpage

What is it: A hub for all things marketing, with tools like the interactive Club Marketing Guide and Marketing Campaign Planner to help you brush up on your marketing skills and put great ideas into action.

How it can help you: Increase the visibility of Lions by shining a light on the great things you do and helping to attract new members.

Social Media for Lions Clubs Webpage

What is it: Useful resources to help you create impactful social media content and learn how to utilize social media to its fullest potential with social media kits, how-to videos and helpful tools.

How it can help you: Use social media to reach new audiences with messages about what Lions and Leos in your area are doing.

The GAT Facebook Group

What it is: A social media community open to all Lions and Leos to share thoughts, exchange ideas and provide encouragement to one another. Lions International provides real-time updates on important changes, deadlines and programs.

How it can help you: Stay informed with the most up-to-date information and make contacts from around the world. Encourage your teams and clubs to join the conversation in the [Lions Global Action Team Facebook group](#).

The Lions Blog

What it is: A collection of inspiring stories about what Lions and Leos are up to — and the impact they have on their communities and the world.

How it can help you: See and highlight stories that inspire, provide expertise and “how-tos” and offer ideas that encourage action.

Lions Brand Webpage

What it is: All the tools you need to publicize your club’s events, updates, recruitment and more while staying true to the Lions International brand. Resources include brand guidelines, logos, emblems and a brand advance kit with templates to create materials from.



How it can help you: Capitalize on our organization's reputation and make sure everyone in your community knows who Lions are so you can attract even more members to serve.

Lions Press Center

What it is: The Lions Press Center offers a variety of press materials, including media kits, logos, photos, press release templates and FAQs to help you share your story.

How it can help you: Promoting Lion events and activities to the public is a great way to gain publicity and new members to better serve the community.

Other Communication Methods

Email

Important updates from the *MISSION 1.5* Steering Committee, your constitutional or area leader, and Lions International are sent regularly via email. Ensure your unique email address is on file to receive all communications.

Messenger Apps (WhatsApp/KakaoTalk/Line/WeChat)

GAT staff and field teams use messenger apps like WhatsApp, KakaoTalk, Line, and WeChat to share strategies and resources quickly. These apps help facilitate real-time communication and collaboration among team members.

Technology

Lion Portal

We've unified MyLion, MyLCI, Insights, and other tools into the **Lion Portal** for a consistent and efficient experience. The Lion Portal offers all the features you're accustomed to in one place. Visit the [Lion Portal webpage](#) for resources to help you get familiar with its functions.

Service Reporting

Report your service activities on the **Lion Portal** to showcase your impact. Sharing your projects helps track progress, engage prospective partners, and demonstrate how your clubs make a difference.

Reports

Use **Membership Reports** to monitor membership growth and attrition trends. These reports help assess the health of your districts and support strategic planning. Access resources in the [Membership Reports Toolbox](#) or through the **Lion Portal**.

Insights

Insights provides statistics and metrics on membership growth, leadership development, service activities, and LCIF donations. Track your district's progress using the **District Goals Progress Dashboard**. Contact your GAT specialist to request a PowerPoint overview for more information.

Learn

Access online courses and training through **Learn** on the **Lions Learning Center**. Complete the GAT course and other trainings offered for district coordinators. Report all local training in



Learn to maintain training records, support succession planning, and ensure leadership development. Use the **My Learning Record** report to view individual training histories.

eMMR

Some regions may not have access to all Lions International technologies. Adjust your communication and messaging strategies accordingly to accommodate different technological capabilities and ensure effective collaboration.

Resources

District e-Book

The [District e-Book](#) compiles essential information, easily accessible resources, links, guidelines and board policies that is necessary for a successful term as a district governor. The e-Book also assists the first vice governor as they prepare for their term.

Club e-Books

[Club e-Books](#) are available for multiple roles at the club level. The e-Books provide essential information, easily accessible resources, links, guidelines and more that is necessary for a successful term as a club officer.

Lions Learning Center (LLC)

The **Lions Learning Center (LLC)** offers online interactive courses to help Lions and Leos enhance their knowledge of Lions fundamentals and leadership skills. Access the LLC through the Lion Portal using your Lion Account credentials. The LLC includes a **Global Action Team course** and supports webinar or in-person training by having participants complete a course before group discussions.

GAT Webpages

- [GAT Landing Page](#): Provides general information about the GAT and how it supports membership growth, leadership development, and service empowerment. It also includes the **GAT Roster**, a complete list of all GAT constitutional area leaders and area leaders with their assigned multiple districts, single districts, and undistricted areas.
- [GAT Roles and Resources Page](#): Offers detailed information about roles and responsibilities for constitutional area leaders and area leaders, role-specific updates, priorities, resources, and links to [membership](#), [leadership](#), and [service](#) toolboxes. It also hosts the **GAT Overview PPT**, a PowerPoint presentation that provides an overview of the GAT and team roles.

GAT Staff Contact Information

A GAT [staff contact list](#) is available on the website. Directly contact the team at GAT@lionsclubs.org.

You can also reach out to your specific area's staff by emailing the following addresses:

- | | |
|--|--|
| • CA 1: GAT.CA1@lionsclubs.org | • CA 5: GAT.CA5@lionsclubs.org |
| • CA 2: GAT.CA2@lionsclubs.org | • CA 6: GAT.CA6@lionsclubs.org |
| • CA 3: GAT.CA3@lionsclubs.org | • CA 7: GAT.CA7@lionsclubs.org |
| • CA 4: GAT.CA4@lionsclubs.org | • CA 8: GAT.CA8@lionsclubs.org |



Lions Shop

Multiple district, district and club GAT leaders can purchase business cards and other items through our [Lions Shop](#). These include, but are not limited to awards, pins, pens, banners, tablecloths and apparel.

Board Policy Manual

Be sure to review the [Board Policy Manual](#) after each Board meeting, as updates frequently occur. The Global Action Team's information is located in Chapter XXIV.