GLOBAL ACTION TEAM
GAT Coordinators Webinar
17th November 2020 at 16:00 (UK time) 17:00 (CEST)
PRESENTED BY:

PID ROBERT RETTBY
PDG MAX MONGIA
PDG ZEYNEP KOCASINAN
PCC VIRESH PAUL
GRISSELL BARRAZA

CA4 AREALEADER
GAT AREA LEADER CA4D
GAT AREA LEADER CA4D
GLT COORDINATOR 105A
LCI STAFF

MODERATOR PCC VIRESH PAUL
Presentation by: PCC VIRESH PAUL
The GAT Objective

LCI Forward is our 5 year strategic plan

Our Global Causes

- Childhood Cancer
- Diabetes
- Environment
- Hunger
- Vision
Agenda:

• Welcome/Introduction by PCC Viresh Paul
• Presentations by:
  PID Robert Rettby
  PDG Zeynep Kocasinan
  PDG Max Mongia
  PCC Viresh Paul
  Grisell Barraza
• Closing Remarks & Summary/QA
Global Action Team
CA 4: 2020-21
Constitutional Area Leader: PID Robert Rettby

4A
MD 101, 104, 106, 107, 109
D 120, 131
Undistricted Republic of Latvia
PCC Hilde Straumsheim
PDG Jenni Luomala

4B
MD 102, 111, 114
PID Regina Risken
PCC Udo Genetsch
PDG Werner Gschwendtner

4C
D 119, 121, 122, 123, 124, 126, 129, 130, 132, 132
Eastern Europe undistr. countries
PID Miklos Horvath,
PDG Niels Schnecker
PDG Heiko Dallmann

4D
MD 105, 110, 118, D 128, 133
Undistricted Andorra, Gibraltar
PDG Max Surinder Mongia
PDG Zeynep Kocasinan

4E
MD 103, 112, 116, D 113
Undistricted Princ. of Monaco
PID Pierre Châtel
PID Claudette Cornet
PCC Corinne Bloemendal

4F
MD 108, 115, 117
Undistricted countries: Cyprus, Malta, Rep. San Marino
PID Gabriele Sabatini Scarpelli
PID Domenico Messina
PID José-Maria Gorgulo
What does the GAT Do?

- One Team Approach to Achieve Goals
- Leadership Development
- Membership Growth
- Service Innovation
- Foundation Support
- Share and Utilize Resources
- Provide Input and Feedback
- Report
Global Membership Approach
October 2018, Pilot Program “North America Membership Initiative” approved

June 2020, pilot program concluded & a new approach to membership development was created with an emphasis on new club development

July 2020, the program transitioned to Membership Division to roll out worldwide as the “Global Membership Approach”
Launching of Worldwide GMA

- DGE Seminar, St-Charles
- Web-meetings CALs worldwide with International Vice Presidents
- Web-meetings ALs worldwide with GAT Chairperson PIP Kajit Habanananda
- Next:
  - Monthly GAT Impact sessions
  - Steering Committee in each CA
  - Steering committees in Pilot Districts
Global Membership Approach Objectives

1. Rejuvenate districts with new clubs
2. Revitalize clubs with new members
3. Re-motivate members with fellowship and exciting service

Grow membership across all CA’s
Global Membership Approach combines a strategic process and a set of resources. The goals are focused on membership growth through new club development. The 4 step process is universal, and customizable based on regional needs:

1. **Build a Team**
   Learn about Global Membership Approach and begin developing a team to implement the approach.

2. **Build a Vision**
   Conduct a SWOT analysis of the district, set goals based on the analysis.

3. **Build a Plan**
   Review available resources and develop an action plan to achieve the goals.

4. **Build Success**
   Execute the plan with engagement across the district, track and report results, and make course corrections throughout the year.
Global Membership Approach Timeline

All CAs will conduct their own pilot programs through 2021-22

GAT will drive the process and provide support and accountability in each CA

The best ideas will be integrated into our worldwide process in 2022-23
GAT Milestone Calendar

Q1 LEARN → Q2 DISCOVER → Q3 PLAN → Q4 ACT
Quarter 1:
- Gain VP approval for GMA rollout plan.
- Provide overview to CA/RA Area Leadership
- Review current resources to GAT leadership
- Begin developing curriculum to introduce at DGE training
- Begin development of comm strategy for 2020/2021 DGEs
- Begin development of web strategy to support the program

Quarter 2:
- Gain Membership Committee Approval
- Develop global opt in process
- CA/RA/Area leaders to begin conducting regular meetings to learn the process and resources.
- CA/RA/Area Leaders provide feedback on process, and suggestion regional application.
- Implement comm strategy for pilot districts.

Quarter 3:
- Global Membership Approach introduced at DGE school.
- CA/RA/Area Leaders identify pilot districts
- Pilot district training on process begins
- Global Membership Approach Comms included in VP messages.
- Begin planning for 2021/2022 DGE training.

Quarter 4:
- Gain Board approval for Global Membership Approach.
- Complete training for pilot districts.
- Pilot districts complete steps 1-3 of the process with support from CA/RA/Area Leadership
- Develop communication calendar for 2020/2021
- Develop meeting calendar with pilot districts for 2020/2021
Support from International Leadership And Headquarters

- Executive Officers
- GAT Leaders
- Membership Development
- Member Operations and Support
- Leadership Development
- Leadership Development
Next Steps

- A Membership positioning document will be developed
- A regionalization strategy will be developed
- DGE training will focus on process concepts
- CA4 Europe
  - Q2: Pilot districts and steering committees designated
    - Approximately 2 pilot districts per Area
    - A total of approximately 12 pilot districts in Europe
  - Q3: Planning start
Why is the Global Action Team Needed?

A Unified Approach

The Global Action Team (GAT) helps districts and clubs achieve their goals by creating a unified approach to all key areas of Lions.

With goals at the forefront, the GAT is uniquely positioned from constitutional area to club level, to help foster positive membership growth in clubs, increase Lion’s visibility in the community.
Who is the GAT?

The GAT is uniquely positioned at all levels of our organization.
Clubs Drive Our Association

- INTERNATIONAL
- DISTRICT
- CLUBS

SERVICE
MEMBERSHIP
LEADERSHIP
Global Action Team Focuses

1. Supporting districts to achieve their annual goals and monitoring progress.

2. Reinforce club level communications through the zone chairs to provide initiatives, resources and suggested activities.

3. Support LCI divisions by creating a formal feedback loop between clubs and LCI.

4. Share the success stories of clubs and districts with Lions around the world!
To help the Global Action Team thrive, it’s important for club leaders and Lions to take consistent action within their clubs and communities.

**Action = Impact**
Benefits of Working Together

- **GMT**
  - Promotes service projects as membership recruitment opportunities

- **GLT**
  - Strong leadership increases member satisfaction and retention

- **GST**
  - Encouraging more service projects, drives membership growth
  - Service projects allow members to demonstrate their leadership abilities

**District Governor**
Benefits of GAT

- **GST** - Works with the district governors and zone chairpersons to increase the effectiveness of service projects
- **GMT** - Recognizes and identifies new areas for growth within the club and district
- **GLT** - Identifies new leaders
How does GAT get it all done?

- Constant Communication
- Collaboration & Teamwork
- Development of goals and action plans
- Monitoring progress throughout the year
GAT SUCCESS STORIES

1. Success Stories for GAT District Funding

2. Other Success Stories
Share the Message of the Global Action with Success Stories.

- Each District is eligible to receive district funding for 2020-2021.
- One submission per district. USD $500 is available for each district.
- Submissions will be accepted through May 1, 2021.
- Have occurred after July 1, 2017.
- Need to fulfill the criteria.
Applying for GAT District Funding

www.lionsclubs.org

HOME / RESOURCE CENTER / GLOBAL ACTION TEAM (GAT) / GAT DISTRICT FUNDING

How to Receive Your Funding

Step One
Take a look at the story requirements and writing prompts.

Step Two
Plan your story and compile links to posts or stories about it and any images or documents you’d like to share.

Step Three
Complete your story submission no later than May 1, 2021.

Step Four
Tell your cabinet treasurer to watch for emails from Lions International requesting your district’s banking information.

Apply
Use the form here to complete your submission for GAT District Funding. Submissions that fulfill all of the criteria will receive payment within 4-6 weeks.

Apply Now
Other Success Stories

Share the Message of the Global Action with Success Stories.

Global Action Team Stories from the Field
(As of November 17th, 2020)

9 Success Stories are shared on the Global Action Team landing page, from Mexico, USA, India, Kenya, Malaysia, New Zealand and Turkey.

Chosen Success Stories are featured with an article in the Lions Blog or in social media.
Widening the Reach of Lions through Facebook

Dorina Castillo and Christy Knodell - September 10, 2019

Share Your Story

* Story Title:

* Story:

* Did you promote anything related to this story in local or social media?
  - Yes
  - No

Next
GAT Reporting & Service - Training Reporting

- Single District and Multiple District GLT, GMT, GST Coordinators are expected to send their progress reports to their Area Leader.

- Clubs and Districts are expected to report their services on MyLion as well as reporting their Trainings.

- Reporting allows us to see the cumulative impact of our services.
The 2020-2021 New Voices Initiative promotes gender parity and diversity and seeks to increase the number of women, young adults and underrepresented populations within our association.

It features a diverse group of Lions who are selected annually by their district governor for their dynamic and innovative contributions in one of four areas: Service, Membership, Leadership, and Marketing.
Lions New Voices Initiative

- Activities that support women, youth and underrepresented groups in Lions and in our communities are the focuses in New Voices.

- **New Voices Symposium & Workshop**: A symposium to promote gender parity and diversity, while seeking to increase the number of women, young adults, and other underrepresented populations in our organization. Explore factors, devise strategies and create action plans for implementation.

- **New Voice Nominations**: District Governors nominate four Lions or Leos in four areas, Service - Membership - Leadership - Marketing

- The Success Stories of these Lions or Leos are shared by a form signed by the District Governors. The forms are sent to newvoices@lionsclubs.org
## New Voices of Districts

<table>
<thead>
<tr>
<th>Service</th>
<th>Membership</th>
<th>Leadership</th>
<th>Marketing</th>
</tr>
</thead>
</table>
| Paola Tassaran  
Country: Peru  
District: H-9  
Club: Nasca San Francisco de Asis | M Prakash Dass  
Country: Malaysia  
District: 320 B1  
Club: Kuala Lumpur Capital | Junji Takahashi  
Country: Japan  
District: 333 C  
Club: Matsudo Gezan | Heli Perätalo  
Country: Finland  
District: 197  
Club: Oulu-Kääklät |

Lions Clubs International is pleased to announce the top four global New Voices for 2019-2020. We received many stories worthy of recognition and acknowledgement, and want to state that we are, as always, proud of our Lions Community! We hope that each District is continuing in their efforts to promote their local New Voices so that other Lions and Leos may be inspired by their stories.
New Voices Europe Team & Firesides

Our Speakers today:

- Gudrun Yngvadottir, Immediate Past International President, Chairperson, LCI
- Lion Antti Forsell, LCI Digital Product Ambassador (on video)
- Anelya Kancheva, District Governor D 130 Bulgaria, New Voices Europe Team member

Introduction

The New Voices Team Europe welcomes you!

Lion and Leo Guests

Open to all Lions and Leos in Europe

Keeping connected during the Pandemic
NEW VOICES

The 2020-2021 New Voices Initiative promotes gender parity and diversity and seeks to increase the number of women, young adults, and other underrepresented populations within our association. It features a diverse group of women who are selected annually by their district governor for their dynamic and innovative contributions in one of four areas: Service, Mentoring, Leadership, and Marketing.

This year, to encourage regionalization and support at the passport level, recognition will primarily focus at the district level. By eliminating the nomination process, which requires endorsement at multiple levels, New Voice nominees will be recognized throughout the year showcasing their talents and contributions in a more timely manner. We encourage local areas to promote the program and their nominees with the goal of attracting new dynamic members into our association and encouraging them to seek leadership positions.

Landing Page
www.weserve.org/newvoices

Facebook
Lions New Voices Group
LCI Digital Products

PID Robert Rettby
GAT Constitutional Area Leader CA4
Global Action Team Resources

Providing strong service projects will offer opportunities for our current members to re-engage in Lions. It will also provide opportunities for potential members to see firsthand the work we do in our local communities and to learn about our global impact.

With that, new members will join and existing members will remain. Membership will grow with service. And, in order to have dynamic service projects, programs and clubs, great leaders will be needed.

Therefore, leadership development opportunities will be available to gain and practice skills needed to be successful.

Pocket Guide
Talking Points
Global Action Team Staff Contact List
GLT Toolbox
GMT Toolbox
GST Toolbox
GAT Ambassador Toolkit

Success Story Webinar Toolkit

Resources to help leaders host local success story webinars in their areas.

Success Story Webinar Recommended Timeline
Success Story Webinar PPT Template

Get to Know the GAT

The GAT is a continuous loop of resources and feedback. From an initiative’s beginning to the time it reaches clubs, the team is set up to be agile and flexible, allowing the association to provide expertise while incorporating necessary changes as instructed by Lions. This is how we can, together, ensure everything delivered is at its best.

Global Action Team Roster
Find and connect with GAT leaders in your area.

GAT Field Guide
This field guide will help introduce GAT members to the resources and tools that they will need throughout their term as well as Global Action Team and other related programs.

Pocket Guide
Share the GAT with others using this quick, informational flyer.
Service Reporting

To effectively tell our story, measure our impact and grow membership, it’s critical that all clubs report service. Every project we participate in as Lions and Leos, no matter how big or small, is valuable in our journey of serving our communities and the world.

Lions Served over 275 Million!
My LCI

Additional Metrics!

Currency

Your Service Reporting, Your Way!
New Features
Virtual Events Center

COVID-19 is changing the way we live, work and serve. Lions and Leos around the world are finding new ways to connect in their communities. Ready to join them? Access live training below—on topics that matter to you and your club.

Click through to browse upcoming and past events in multiple languages.

Upcoming events  Past events
Past events

- English

November 3, 2020
Diabetes Service Activities and Programs: Recording | Presentation
Learn about diabetes programs and service activities that are available to all Lions and Leos.

October 28, 2020
Excellence and Quality… Road Map to a Successful Club: Recording | Presentation
This webinar focused on the Club Excellence Award and how the qualifications outlined in the application can be used as your club’s road map to excellence.

October 20, 2020
The Art of Storytelling: Recording | Presentation
Join Erin Kadin, Senior Editor at Lions Clubs International, as she explains how to tell real stories and how new members with a powerful narrative. A live question and answer session will follow.

October 21, 2020
WOD: Giving a Voice to People Living with Diabetes During the COVID-19 Pandemic: Recording | Presentation
Join Past International Director Robert Rattay, and LDG’s partner Wellness Initiative (WIN), to learn more about how to conduct a diabetes focus group virtually during this unprecedented time.

October 5, 2020
Global Action Team Stories from the Field: Recording | Presentation
Leaders from Constitutional Areas 5 and 6 will share stories of what their teams have been working on in their areas.

May 18, 2020
North American Membership Fireside Chat with Vice Presidents: Recording | Presentation
"Membership Mondays," join 1VP Doug Alward, 2VP Brian Sheahan, and 3VP Parti Hill in episode 3, Season 3 of the annual series.

May 14, 2020
GAT Service Reporting: Recording | Presentation
CA 4 GAT Leaders walk you through how to use MyLion for Service Reporting. This webinar is being developed in additional languages. Please contact us for more information.

May 6, 2020
Service Journey Webinar: Recording | Presentation
Learn about the Service Journey, and how you can implement it to strengthen your service.

May 5, 2020
Global Action Team Stories from the Field: Success and Fellowship: Recording | Presentation
GAT Leaders will share stories about Lions in the field virtually engaging one-another in fellowship and safely serving those in need during the COVID-19 crisis.
Thank You
Presentation by: PCC VIRESH PAUL
Specialty Clubs Program
GAT Coordinators’ Webinar – 17 November 2020
PCC Viresh Paul
What is the Specialty Clubs Program?
The Specialty Clubs Program was designed to create clubs in which members share a common interest or passion, allowing them to connect with one another on a deeper level. For example, they may share a culture, life experience, common cause, profession, or hobby.

Specialty clubs allow groups of people around the world to turn their passions into rewarding service that directly benefits their communities.
Specialty clubs are a unique expression of the diversity of Lions Clubs International, uniting men and women around causes, cultures, interests and professions.
Specialty Clubs unite our members.
Specialty clubs around the world

At October 31, 2020
Worldwide fiscal year comparison:
2017-18: 17% of new clubs were specialty clubs
2018-19: 23% of new clubs were specialty clubs
2019-20: 48% of new clubs were specialty clubs
Current year at October 31: 51%

Specialty clubs around the world

At October 31, 2020
Gender inequality
Girls in conflict settings are 2.5 times more likely to be out of school than boys.

Diabetes
Approximately 425 million adults were living with diabetes in 2017, and 325 million people were at risk of developing it.

Cancer
There were 17 million new cancer cases in 9.5 million cancer deaths worldwide in 2018.

The world still has needs to fill.
Why specialty clubs?

The world still has needs to fill.

- **Vision**
  Approximately 1.3 billion people are living with some form of vision impairment, many simply because they don’t have a pair of glasses.

- **Environment**
  More than 15 billion trees are cut down every year.
Volunteers’ service passions and preferences are changing.

- The influence of clubs in making communities stronger, more interesting and more engaged is in decline.

- The definition of “community” has changed from a physical place to shared affinities—groups with similar qualities.
Volunteers’ service passions and preferences are changing.

- The invitation is changing from “Come do what we do,” to “What do you want to do?”
- Flourishing clubs offer opportunities for curiosity, openness, inspiration and leadership development.
Specialty clubs provide a flexible framework for serving.

- By promoting collaboration through shared regional and/or global service passions
- By offering club branch opportunities for specialized service
- By diversifying the ways and means of meeting evolving communities and global concerns
Why specialty clubs?

The benefits of specialty clubs

- Bonded network of like-minded individuals
- Meeting the needs of modern communities
- Common thread enhances the engagement of club members
- Specializing provides a means for connecting regionally or globally with other clubs who share similar passions
Currently, approximately 50% of new clubs chartered annually are Specialty Clubs.
How to get involved
Visit the website

Go to lionsclubs.org/specialty-clubs to learn more about the Specialty Club Program.
How to get involved

Discover how Lions with shared interests are serving their communities at lionsclubs.org/scp-videos.

Watch videos
How to get involved

The Specialty Club Program provides special support and resources to Lions with a desire to charter new clubs.

Specialty Clubs Program Coordinators develop specialty clubs, expanding the impact of Lions Clubs International and helping the organization grow.

Apply to become a program coordinator at lionsclubs.org/scpc
Thank you
Grants Available

1. GAT District Funding
2. Leadership Development MD/D Grant Program
3. Leadership Development Institute Grant Program
4. Membership Development Grant Program
5. Public Relations Grant Program
6. LCIF Funding Opportunities
GAT District Funding

US $500 is available for each district with the submission of a GAT success story.

One submission per district

Who:

Any district GAT member (District Governor, GLT, GMT, GST Coordinator) or the Cabinet Secretary

When & Where:

Submissions will be accepted at the GAT’s District Funding Page through March 31 2021.
GAT District Funding

Who has applied so far?
- 105CE

Who can still apply?
- 105-A
- 105-CN
- 105-CW
- 105-N
- 105-SC
- 105-SE
- 105-SW
- 110-AN
- 110-AZ
- 110-BN
- 110-BZ
- 110-CO
- 110-CW
- 118-T
- 118-U
- 118-R
- 118-K
- 118-E
- 118-Y
- 128
- 133

USD $500 is available for each district with the submission of a GAT success story (one District Governor, GLT, GMT, GST Coordinator) on record with Lions Clubs International. Submissions will be accepted through May 1, 2021. Submissions for the 2020-21 year are now open. Please submit your story below.
What is the **Leadership Development** Multiple District and District Grant Program?
Available grants

**Multiple District Level:**
- **US$100***
  per confirmed first vice district governor

**Multiple District Level:**
- **US$75***
  per confirmed second vice district governor

**District Level:**
- **US$500***
  for expenses associated with zone chairperson training

*Not to exceed actual expenses incurred.*
Leadership Development Institute Grant Program

All multiple districts, single districts and undistricted provisional districts/regions/zones can now apply to receive a grant towards an Emerging Lions Leadership Institute (ELLI) or a Regional Lions Leadership Institute (RLLI).
ELLI vs RLLI

Emerging Lions Leadership Institute (ELLI)

• Prepares Lions for **club level** leadership (those who have not yet served as club president)

• Special sessions covering:
  • Change management
  • Mentoring
  • Creative thinking

• **Structured** 3-day learning curriculum

Regional Lions Leadership Institute (RLLI)

• Prepares Lions interested in leadership positions at the **district level**

• Special sessions covering:
  • Public Speaking
  • Conflict Resolution
  • Goal Setting

• **Customizable** institute format (flexible 1-3 day program)
ELLI/RLLI Grant Award

Maximum Grant Amounts

- **US$4,500.00* Multiple Districts**
- **US$1,800.00* Single Districts**
- **US$750.00* Undistricted Provisional Districts/Regions/Zones**

*not to exceed actual expenses

**Process**

1. Plan the institute
2. Apply for a grant
3. Submit signed disbursement agreement & banking information
4. 50% deposit processed by LCI
5. Submit final reimbursement documents
6. Final reimbursement processed
Membership Grants

Funding available to districts to support membership development, recruitment and retention

Help target new membership markets in your region!

3 types of grants

1. Standard Membership Development Grant
2. Large-Scale Grant
3. Special Initiatives Grant
Membership Development Grants

75% Approved grants will provide reimbursement for up to 75% of the approved project expenses as outlined in the Reimbursement Policy.

25% The remaining 25% of project expenses must be from non-Lions Clubs International sources.
Special Initiatives Grant

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 club, or other specific demographic)
- Excess (if a particular CA has usurped all of its available funds)
- Particular special initiative/area/type of club identified by the Board
Large-Scale Grant

- The maximum amount for a selected Large-Scale Grant applicant is $15,000 per year, for three years ($45,000 total over three years).
- Large-Scale Grants can have either a retention or a recruitment component (or both).
- More information is below under the Application Requirements section and within the Large-Scale Grant application.
Public Relations Grant Program

$15,000 Available Per Multiple District

- Two-thirds (2/3) of the grant money will be awarded upon approval.
- 10% match from MD required
- Application must be signed by all district governors and council chair.
- All funds must be spent by June 30th of the fiscal year in which the grant is given and any unspent funds must be returned to Lions Clubs International by July 15th of the following fiscal year.
LCIF Grant Opportunities

Disaster Relief
- Emergency Grants
- Disaster Preparedness
- Community Recovery
- Major Catastrophe

Humanitarian
- Matching Grants
- Designated Grants

Vision
- SightFirst Grants

Youth
- Lions Quest
  - Program Grants
  - Promotional Grants
  - Community Partnership Grants
- Leo Service
  - Leo Service Grants

Diabetes
- Diabetes Grant

Hunger
- Pilot Grant Program

Childhood Cancer
- Pilot Grant Program

District & Club
- Community Grants (DCG)
Reach out for more information

You have GAT staff ready to help you.
If you have any questions about funding opportunities, send us an email:

GAT.CA4@lionsclubs.org
**Take Action**

**Scenario:** Clubs in your district are struggling to recruit new members – they have expressed that community members don’t see the value of joining a Lions Club. What can you share with clubs to help communicate to prospective members the value of Lions?

**Scenario:** There is a club in the district comprised of older members – recently this club added a handful of younger Lions. These younger Lions have different goals and ideas for what the club should be doing and there has been conflict between the two groups. How can the GAT be involved in managing this conflict?

**Scenario:** Club service chairperson within the district are not reporting their service – when asked why they aren’t reporting many expressed they don’t see the value in reporting the numbers. What can the district GAT do to show the value?

**Your Challenge:** Work with your district GAT to form a plan that involves the GLT, GMT and GST to come up with an action plan for one of the scenarios. Make sure to clearly identify how each team member is connected to the other parts of GAT.
TAKE AWAY

More clubs, more members, happy members

➢ More and better Service
➢ Respond to the growing needs of our communities

GAT serves this objective