



# GLOBAL ACTION TEAM

## Global Membership Team (GMT) District Coordinator

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<b>Term</b>	One year; selected by district (per the district constitutional by-laws) as a member of the district cabinet. May serve multiple terms.
<b>Position Overview</b>	As the GMT district coordinator, your efforts directly impact the success of <i>MISSION 1.5</i> membership growth plan implementation and achievement of goals, as established. You are the driving force that ensures your district is strong, stable and focused on increasing membership. You know where to find solutions and are able to overcome obstacles. You will serve as a conduit between clubs and multiple district coordinators to ensure that your district is successful in executing <i>MISSION 1.5</i> .
<b>Actions for Success</b>	<ul style="list-style-type: none"><li>• Commits to the organization-wide goal and objectives of <i>MISSION 1.5</i>, which includes achieving defined regional membership targets.</li><li>• Develops, supports and executes an annual membership growth plan in support of <i>MISSION 1.5</i> in collaboration with the district Global Action Team (GAT).</li><li>• Participates in constitutional area-wide <i>MISSION 1.5</i> training in the first quarter of the Lion year.</li><li>• Monitors club membership reports, tracks and interprets data, forecasts results.</li><li>• Adheres to an annual engagement calendar developed by the district GAT chairperson (district governor) to monitor progress towards <i>MISSION 1.5</i> regional targets, including participating in monthly check ins with GAT area leaders and multiple district leadership, and monthly check ins with district GAT and zone and region chairpersons.</li><li>• Motivates clubs to invite new and diverse members, supports the development of inclusive club recruitment strategies, inspires positive club membership experiences, and ensures clubs are aware of available membership programs and resources.</li><li>• Collaborates with GAT district coordinators and the district GAT chairperson to maintain effective communication across all levels of GAT via multiple channels such as in-person visits, newsletters, correspondence, social media, etc.</li><li>• Recognizes clubs that are increasing membership and supports clubs that are losing members.</li><li>• Implements strategies and provides ongoing motivation and training to support the district in achieving their <i>MISSION 1.5</i> targets in relation to membership growth and extension.</li><li>• Works with clubs in danger of cancellation for financial suspension by ensuring payments are submitted on time.</li><li>• Includes diverse populations to participate in <i>MISSION 1.5</i> and other GAT initiatives.</li><li>• Quickly follows up on prospective member inquiries provided by the GMT multiple district coordinator or Lions International and provides status report on membership.</li><li>• In collaboration with the district GAT, completes requirements and submits applications to receive a Membership Development Grant from LCI for membership development activities.</li></ul>

- Partners with district GAT leadership to conduct relevant *MISSION 1.5* seminars, events, and projects at Council and Cabinet meetings, district convention and other local meetings.
- Confirms new members are provided an effective and timely member orientation at the club level, in collaboration with the GLT district coordinator.
- Provides retention strategies to clubs in collaboration with district GAT coordinators.
- Promotes completion of the Global Membership Approach training path and shares best practices.

## Measuring Success

At the end of each Lion year:

- Achieves positive net membership growth as defined by *MISSION 1.5*: sponsors at least one new member and extends at least one club.
- Decreases membership drops by 10%.
- Strengthens membership diversity and inclusion.
- Contacts prospective member inquiries provided by multiple district or Lions International in a timely manner and informing them about benefits of membership.
- Ensures new members participate in new member orientation within the first three months of joining a club.

## Recommended Qualifications

- Passionate about Lions and is invested in the association's future.
- Proven track record in membership growth and extension.
- Leads by example; actively sponsoring new members and participating in new club development.
- Able to use technology (Email, Microsoft Office, Lion Portal, Lions International website, social media).

## Reporting

- GMT district coordinator reports to GMT multiple district coordinator (or GAT area leader, as appropriate).
- GMT, GET, GLT and GST district coordinators report to district GAT chairperson (district governor).
- GMT club membership chairperson reports to GMT district coordinator.