



Global Action Team Ambassador Webinar Series



Agenda

- GAT Ambassadors in Action!
- **GAT Strategies in CA VI (ISAME)** with PID Sunil Kumar, CA VI Constitutional Area Leader
- Resources & next steps
- Q & A
- Closing remarks





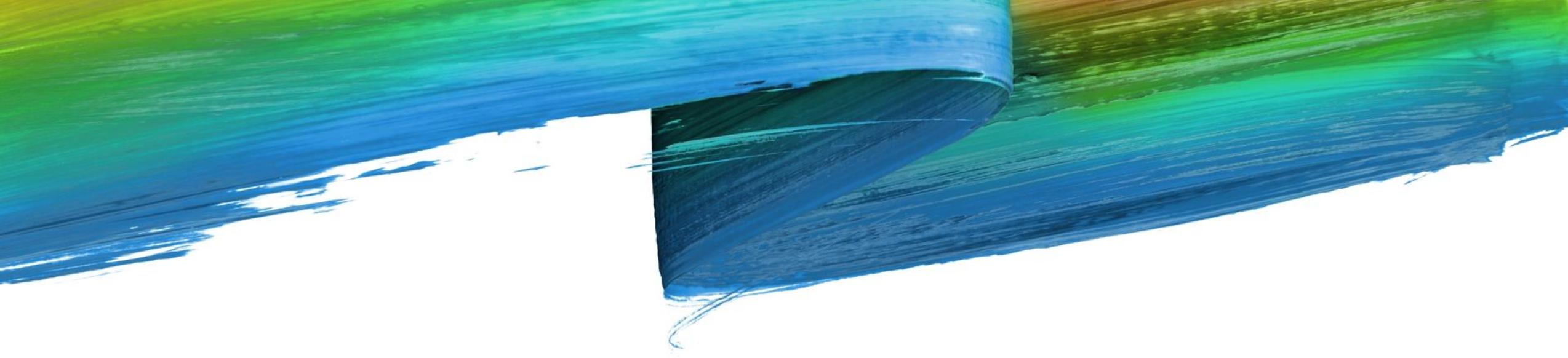
GAT Ambassadors in Action!



Share how you have been involved since our last session.



**GMA at the
club level
IP Brian
Sheehan**





GAT Strategies in ISAME (CA VI)

GAT Constitutional Area VI Leader
PID Sunil Kumar





**Lions International
Global Action Team CA VI (ISAME)**

*A presentation at Ambassador Webinar Series
Organised by GAT OSEAL (English Speaking Areas)
23 February, 2023*



**Lions International
Global Action Team CA VI (ISAME)**

CA VI

12 GAT Area Leaders (12 Areas)

15 Multiple Districts & One Single District

111 Sub Districts



The ISAME GAT Strategy

***Educate
Engage
Empower
Experience***

GMA

***Build a Team
Build a Vision
Build a Plan
Build Success***

***More
Opportunities***

***More Leaders
Engaged.***

***More Clubs
involved***

***Focused
Approaches***

Priority GAT

***Tougher Goals
Better Results***

ISAME Vs the World

ISAME (As on 22 FEB 23) Vs. World

Membership : 382,252 / 1,384,234

Clubs : 12,233 / 49,279

New Clubs : 621 / 884

Dropped Clubs : 1032 / 1782

Net Growth : 7,815 / 9,732



GAT EVENTS : 22-23

GAT On Boarding Seminar *With Mr Noel Mason* *For Area Leaders*

7th June, 2022
At Mumbai

Hybrid event..



GAT EVENTS : 22-23

GAT CA Conclave
27-28 August, 2022

13 CC's and 72 DGs
MD GAT Coordinators
Total 204



GAT EVENTS : 22-23

GAT Area Conclave's in MDs
Throughout the Year

GAT Mid-Year Review Meetings
In MD's



GAT EVENTS : 22-23

GAT Ambassadors Upgrade Series

Episode ONE : November 2022

(Virtual)

Objective : Inspire them to support GAT
& play a key role in GAT success

350+PDGs attended

Episode 2 during March, 2023



GAT EVENTS : 22-23

GAT Welcome to NEW Clubs

Virtual – 4th and 6th February, 2023

**Objective : Prevent New Clubs cancellations
Welcome New Clubs Presidents & Secretaries**

Over 370 Delegates attended



GAT EVENTS : 22-23

Carry on Coach

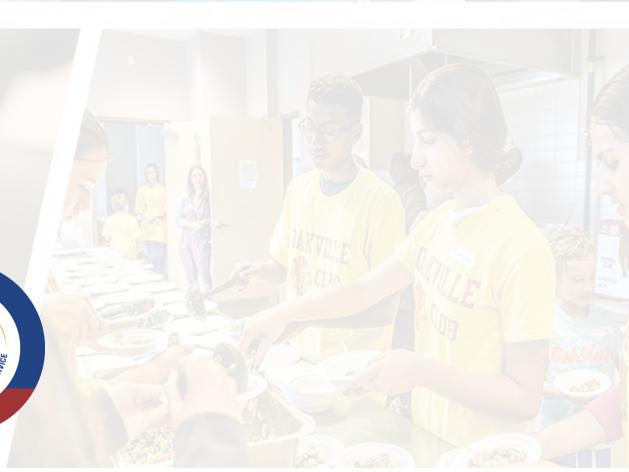
LCIP – FDI Refresher 2.0

28 – 30 January, 2023

Objective : Upscale skills

**Actively engage our Resource Groups
as we take GAT to Clubs**

130 Trainers Attended



GAT EVENTS : 22-23

Regular GAT Area Leaders Meetings

Virtually held

To review GAT



GAT GOALS : 22-23

Goal : To “Induct” at least ONE New member in as many Clubs.

Why?

A large percentage of Clubs do not induct any member.

A non-productive club can be a threat.

Result : December update is : 6,454 Clubs in ISAME out of 12,233 Clubs, have already inducted at least one Member.



GAT GOALS : 22-23

Goal : To promote “minimum 20 members” Clubs - DG Teams actively involved by June 2024. By June 23, we are encouraging all clubs to have a minimum of 15 members.

Why? The year began with over 1,367 Clubs in ISAME with less than 10 Members. *Unviable Clubs.*

Result : We still have 892 Clubs as of FEB 23 with less than 10 members. Our effort is on!



GAT GOALS : 22-23

Goal : To start a Leo-Lions Club in every District.

Why? : Many of our past LEOs are not Lions. They did not opt to join an existing Lions Clubs. This is a huge “untapped” potential

Result - Update : Several Districts of ISAME have opened Leo-Lions Clubs. More Districts are coming forward. This is most important.



GAT GOALS : 22-23

Take GAT to CLUBS.

This can be the “most productive” strategy.

Offer them GAT Leadership.

Encourage GMA at Clubs.

Results can be most amazing.

Clubs have started forming GAT Teams.

Club President - First VP – Membership

Chairperson & Service Chairpersons



GAT GOALS : 22-23

CLLI

**Club Lions Leadership Institutes
Either for a Club or jointly with a few other
smaller sized Clubs.**

**Several MDs have started this very
successfully. This helps us to take GAT to
Clubs**



GAT GOALS : 22-23

**Goal : Promote Global Causes.
A big need in ISAME**

Why? : Many Clubs active in one or two of the causes, do not attempt to address the need of all the “global causes”

We have launched Awards for Clubs that will complete one activity in each of the Global Causes Area.



GAT GOALS : 22-23

Why GAT Ambassadors Upgrade Series?

All PDGs are not aware of this position.

PDGs as influencers.

They can be Guides / Mentors / Trainers.

To Conduct CLLI at Clubs.

Support Clubs with less than 20 to grow to 20 members.

We have more programs for our PDGs.

We are keen to involve them to support promotion of GMA & GAT.



Lions International GAT – CA VI (ISAME)

**We have a long way to go.
We will for sure.**

We are keen to learn from CA V (OSEAL)

Let's do it for, We can .. Together!

***Thank you for this wonderful
opportunity!***



Resources



Lions Learning Center



Introduction to SWOT Analysis [EN] ★★★★★ (454) ▼

The brief course will support you in building a general understanding of what a SWOT Analysis is and why it is useful in developing a vision, goal or action plan. A text-based version of the course is available in the Additional References section.



Global Membership Approach Orientation [EN] ★★★★★ (127) ▼

The Global Membership Approach equips districts to develop membership through a strategic four step process. This extensive course provides the information and resources about each step to support your district in achieving membership growth. A text-based version of the course is available in the Additional References section.

Plan for your Club's Success



**Plan for your Club's
Lions International
website**



**Plan for your Club's
Success Guide
PDF**

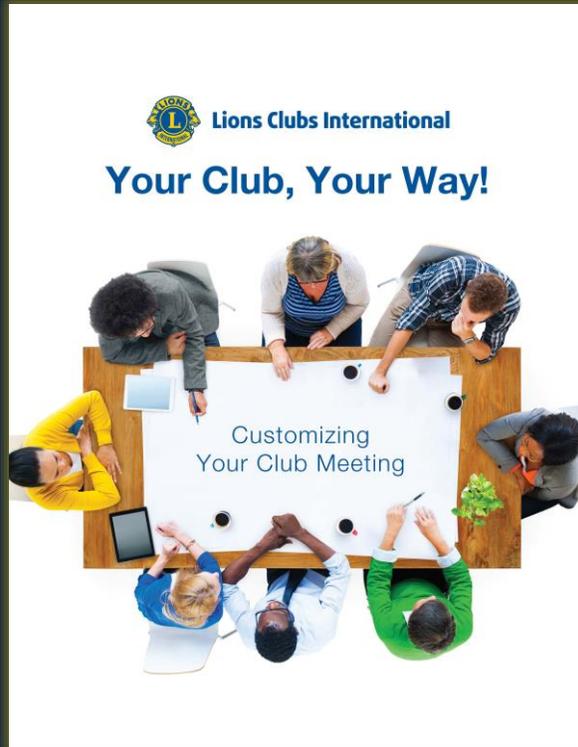
Resources

SERVICE TOOLKIT



Club and Community Needs Assessment

All Lions Clubs are autonomous, meaning that each Lions club is an independent entity responsible for conducting its own events and complying with local laws and regulations. This resource is intended to provide recommendations and should not be considered legal advice or best practices; the activities within may or may not be appropriate for your community. Please consult a local professional to ensure compliance with all laws and regulations, safety guidelines and best practices.



This workbook has been designed to lead you and your fellow club members through a number of steps to help you discover new ways to improve the way your club operates.



Resources



Membership Satisfaction Guide

How to keep members engaged, happy and coming back

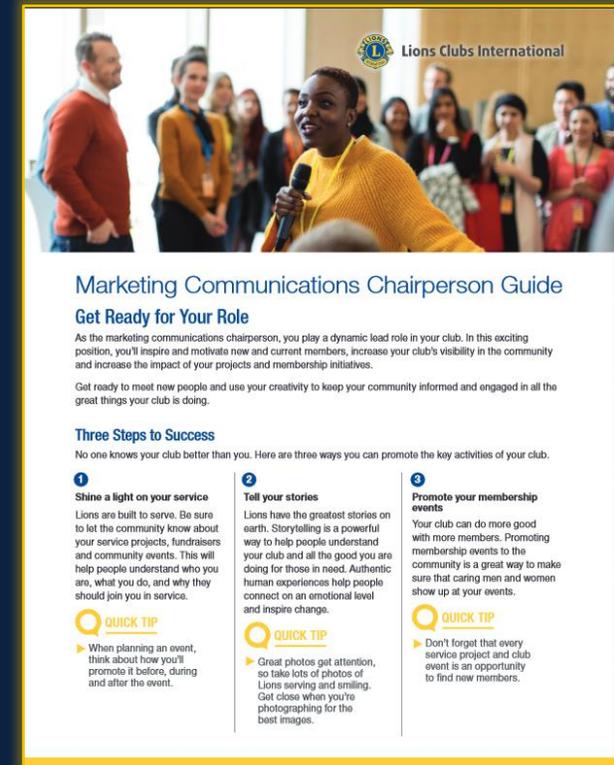
 Lions Clubs International



Just Ask!

New Member Recruiting Guide for Clubs

 Lions Clubs International



Marketing Communications Chairperson Guide

Get Ready for Your Role

As the marketing communications chairperson, you play a dynamic lead role in your club. In this exciting position, you'll inspire and motivate new and current members, increase your club's visibility in the community and increase the impact of your projects and membership initiatives.

Get ready to meet new people and use your creativity to keep your community informed and engaged in all the great things your club is doing.

Three Steps to Success

No one knows your club better than you. Here are three ways you can promote the key activities of your club.

- 1 Shine a light on your service**
Lions are built to serve. Be sure to let the community know about your service projects, fundraisers and community events. This will help people understand who you are, what you do, and why they should join you in service.
QUICK TIP
▶ When planning an event, think about how you'll promote it before, during and after the event.
- 2 Tell your stories**
Lions have the greatest stories on earth. Storytelling is a powerful way to help people understand your club and all the good you are doing for those in need. Authentic human experiences help people connect on an emotional level and inspire change.
QUICK TIP
▶ Great photos get attention, so take lots of photos of Lions serving and smiling. Get close when you're photographing for the best images.
- 3 Promote your membership events**
Your club can do more good with more members. Promoting membership events to the community is a great way to make sure that caring men and women show up at your events.
QUICK TIP
▶ Don't forget that every service project and club event is an opportunity to find new members.

 Lions Clubs International

[HOME](#) / THE SERVICE JOURNEY

The Service Journey

The Service Journey is an approach to living and serving well. To making a real difference people can see and feel. It encompasses four simple phases: Learn, Discover, Act, and Celebrate. We love these words because they transcend organizational formulas. They have no borders. They are the essence of Lions and Leos.

If the past 100 years have taught us anything, it's that as we serve, we grow. And we were never meant to stop. **Service is our journey. Let's explore it together.**

Let's talk funding!

- **You hear great ideas from clubs, but how to pay for these ideas?**
 - As district leaders and mentors, it is important to listen to feedback from what is happening at the club level and know how to guide and support
- **Funding opportunities at the district level (planning ahead!)**
 - Membership Development Grants
 - Leadership Development Grants
 - GAT Success Story Funding

Let's talk funding!

Membership Development Grant

- Support activities to build membership
- Districts may apply for up to **USD \$1,500** at a time
- MDs may apply up to **USD \$4,500** at a time
- Applications for 2023-24 accepted starting **June 1, 2023**
- More information on the [LCI website](#) (FAQs, templates)



Let's talk funding!

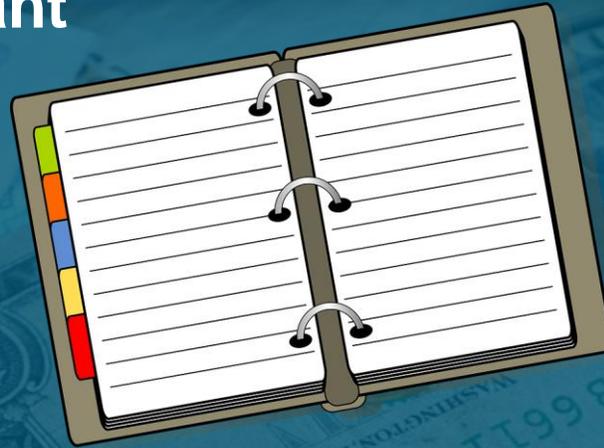
Leadership Development Grant

▶ Multiple District Program

- USD \$100 per confirmed FVDG
- USD \$75 per confirmed SVDG

▶ District Grant Program

- USD \$500 per confirmed Zone Chairperson Workshop
- Funding is limited
- **Curriculums for MD and District training available on LCI website.**



Let's talk funding!

Success Story Funding

- USD\$500 for each district and undistricted that submits a success story of at least 350 words
- Submitted by District Governor, GAT Coordinators, or Cabinet Secretary for districts
- Submitted by Coordinating Lion for undistricted
- Still open until May 1st and will open again early next year to re-apply!
- Can use the \$500 however you like!





It's time for Action!

Before the next webinar, take action!

There will be an opportunity to share during the next webinar.

What are some strategies to encourage clubs to utilize the GMA?

How can you encourage next year's leaders to take advantage of opportunities?

Is there anything that you have done/are currently doing to engage clubs in your area?



Questions?

Closing Remarks

GAT Regional Area Leader
PID Datuk Dr Naga



Upcoming webinars.....

April

June: Final Session

Contact:

GAT.CA5@lionsclubs.org



Thank You

Contact:
GAT.CA5@lionsclubs.org