

**MDA- GMT Kickoff Weekend
Markham Ontario
August 6th and 7th 2011**

There was good representation from each of the 10 District teams for the meetings. 94% of the appointed Lions were there!

The following notes were compiled and stuck on the wall during the course of the weekend.

August 6th:

District goals and expectations:

Clarification of District Roles:

To have succesful initiatives shared among the 10 Districts.

Establish some generic ideas:

To obtain transparency from MDA and LCI and clarification of the roles of the members of the District GMT teams:

To convince club members and Zone/ region chairs that they need this new initiative.

To establish what resources will be available to Districts from MDA, etc.

Initial round table discussion of ideas and goals:

(A.4.) Public relations chairperson a key factor for the Districts:

(A15) has already chosen their teams and has in place two members for each of the "Membership" and "Club success" teams and additional support at the Zone and region levels:

(A711) Has selected the chairs for both of their teams (east and west):

(A.1) has a team of willing Lions in waiting:

(A.2) will have team in place and Chairs to focus on clubs under 20 members, in addition, they will have their clubs working on goals and action plans immediately.

(A.16.) has work to do on the Public relations challenges.

(A.9) ‘MERL’ is quickly morphing in to GMT and they have their teams in place already. They will now begin working on Zone Chairs knowledge base and apprise them of the plan. The work begins to map out a 3 year plan for the District. They also plan to use the CEP program extensively in the District.

(A.3) plan to use the results of the weekend meetings to bring the new program to their Zone and region chairs.

(A.16) has been working on the GMT plan already and will use the weekend results to put the plan in to action. The District already has 5 or six CEP facilitators and plan to add more.

(A.15) plans to continue family and women member’s initiatives to develop new members.

(A.5) plans to recruit and educate suitable Zone and Region chairs to deliver the GMT program. The district already has a “new member’s kit” which it will share with the other districts of MDA.

(MDA) has suitable materials and plan to develop more to help district tell their neighbors what Lions do in the community.

(MDA) is planning a program to promote Lionism throughout Ontario to speak to this marketing and advertising initiative.

(A.3) already sells ads in the Snap newspapers to pay for a whole page of publicity for Lionism.

(LCI) has District and club web sites “blanks” already available at no charge and urges them to be utilized.

(LCI/MDA) plan to place generic ad’s on “FACEBOOK” and LCI is providing budget money for this.

(MDA) needs a plan to market Lionism and recruitment to the 14,000 of Ontario who see our news magazines and letters.

(A.3- MDA) will investigate why volunteers from the community come out to help at our events but will not join the clubs.

(Districts) will use their Region, Zone chairs, presidents and membership chairs from the clubs to implement the plan.

(A.9 and A15) already have full teams in place.

(A.9) will make GMT presentations at Zone and joint Zone meetings, And are still looking for more CEP coordinators to deliver that program to the clubs.

Districts can book their CEP program requirements through MDA-GMT coordinators. USE THE FORM. This can now be completed online.

CEP workshops in clubs are delivered in conjunction with the GLT.

(A.12) reports that all their clubs already have a three year membership plan in place!

(LCI) is revamping the Zone chair manual (which you will need) and the D.G. Manual and these will be ready on line any day now.

LCi-MDA New money is available for at least one extension workshop in each district. You can download the application form on line and each district in MDA should apply for one ASAP.

(A.9) points out that timing is an important factor to consider for extension work due to weather, special events etc. Many LCI approved consultants are available and you will need at least three days mid week and 8-12 dedicated Lions to assist. Ensure that you have a solid sponsor club and at least two good guiding Lions. If you need to train good guiding Lions, this will be done by GLT teams. Fill in the application form on-line.

EXTENSION WORK WILL BRING NEW ENERGY AND VITALITY TO YOUR DISTRICT AT NO COST. YOU ARE URGED TO EMBRACE THE PROGRAM AND APPLY NOW!

(LCI) has now achieved four years of solid growth and plans to keep up that pace through 2017- our hundredth anniversary. MDA is looking to increase its Lion membership from 14,000 to 17,000 by our 100th anniversary in 2017.

(MDA) is working on the budget and hopes to have funding available to the districts for Extension and CEP.

(MDA) GMT Reporting deadlines: The deadline for reporting the names of your “Club membership chairs” and “Club excellence chairs” is **WEDNESDAY SEPTEMBER 7TH 2011!**

(Districts) Chain of command- GMT team –Club membership chair, Club excellence chair, region and Zone chairs, club presidents and club membership chairs and committees.

(1VDG) reporting deadline: You must report the “outline” of your district plan to your MDA- GMT coordinator for 2011-2012 by no later than November 30th 2011.

(Idea)

Always invite your prospective members to your club fundraisers to show them what Lions do. If you invite women to join your club (which we hope you do) they will invariably invite more prospective women members.

(MDA) we need to work on a generic Question and answer form, to help members when prospectives say “no” when they are asked out to a meeting. Remember “no” is always a negotiating point!

(District Idea)

Try starting another Lions club in an area where one had closed up before, but leave at least a three year window. It is recommended that you do not invite old members to join this new club in their community. Start with all new Lions.

Work together on a generic program and delivery method. Share your ideas with each other and MDA.

We need some serious new retention solutions, perhaps in conjunction with club orientation workshops.

Work on “ground up” plans and start at the club level. Use the 80/20 rule. Start with the clubs that want to grow first.

Make the District plan a 3 year plan!

How will you implement your district plan with the Zone chairs? Share ideas.

Meet with your team on weekend if it is easier.

Work together on generic delivery solutions for all 10 MDA districts.

How to measure success:

Your success measurement yardstick is always the Governors goals for your district.

Make timelines reasonable and stick to them.

Emphasize----- TEAMWORK!

ACTION:

All clubs need a 3 person membership committee.

History;

MDA loses the equivalent of 1 District every year through dropped Lions.

Give ownership of the plan to the Region, Zones Chairs and the club presidents. Delegate monitor and support them, but stick to the timelines.

Clubs:

Use community needs assessment document –on line at LCI.
Share club membership and excellence ideas and goals with the other clubs, Zones, District and MDA.

Each club president must provide a plan for their club membership goals by the end of April.

Invite: your community prospects to a special meet and greet, or other club function night, at least 3 times a year.

Incorporate the club plans in to the D.G. goals for that year.

Check A.15 website for some more useful information on membership ideas and other procedures.

ZONE AND REGION CHAIRS:

Use zone meetings to specifically promote club membership goals and growth initiatives, club extension ideas and ideas to reduce drops. In addition, Zone chairs must monitor the club results at least on a monthly basis, until the plan is in play. CEP should be BIG here.

Remember that the collective goal is to increase the MDA membership rosters to at least 17,000 by the arrival of the International 100th anniversary in 2017.

DISTRICT GMT TEAMS:

Review your club, Zone, Region, and District goals at least 4 times a year!

Start working and teaching the plan to your club presidents, Zone and region chairs NOW!!!!

ACTION:

Share all district statistics with complete district teams and MDA within 30 days of the month end. I.e.: September in October, October in November etc.

ACTION;

Fix initial challenges and advise MDA GMT of needed support.

ACTION:

First 6 months statistics should be reviewed for action by no later than mid January. Do not wait until March reports arrive!

ACTION:

Governor and GMT teams must complete quarterly reports for LCI. You need the above information early. **You call MDA GMT as soon as you have this, or we will call you.**

ACTION:

Governor and MDA committee must make the report together and send to MDA GMT.

STRATEGY:

How do you get the zone chairs to embrace the plan? Talk to the directly-A LOT! Arrange it so that your Zones, regions and DGMT can discuss the Governors plan together, to share the goals.

Bring R.C's and Z.C's together as a team and strategize. Help the weak links to get on board, or even replace them as a last resort.

DGMT teams:

Please share your ideas that work with the rest of the District and MDA.

Revive club excellence awards. The details are in the Z.C. manual.

TRAINING NEEDS:

Tell MDA GMT. What support you need in the Districts.

APPLY:

"BOTTOM UP," management techniques.

ASK;

MDA- GLT to provide a list of all possible district candidates that would make good leaders.

ACTION:

Get clubs to use the CEP program 100%.

DGMT ACTION:

Devise a generic script to preach the same method to ALL of the key people in your districts. When you have this, share it with MDA-GMT.

ACTION:

Advise and encourage all clubs to use the “healthy club assessment” document available from LCI.

WHERE’S THE MONEY?

Consider raising you district dues by \$2.00.

MDA is working on some funding in the budget and will advise.

Use the free LCI resources.

Call Sue Hayden at LCI in Chicago and check on possible funding monies or other resources?

1-630-468-6927.

Lets work together as one team and make this work for all of us!

Have fun and call Terry, Bill or myself anytime if we can help you.

Respectfully.

Lion Mike Springford.