

## MDA – GMT Notes from Breakout Sessions Aug 6 & 7, 2011

2:00 pm

Terry's welcome, Mike's 'ice breaker'

Expectations from delegates

- clarification of roles
- how to implement
- sharing of success stories
- where do GMT/GLT Chairs fit in District hierarchy and Cabinet?
- how to convince Club Members of our need to build membership
- access to funding related to District GMT expenditures
- resources to help promote our cause & enlist assistance of others in District

Governor's Membership Goals

- distribution of published goals for '11/12
- low commitment to build new clubs
- with whom did DG discuss goals when setting & committing?

GMT District Team recommendations:

- Take ownership of District chairmanship
- Begin by identifying top 20% of Clubs with potential to grow
- What are those clubs doing right in adding & retaining members?
- Dedicate energy & resources where there is best prospect for success
- Club Excellence Program (CEP) explained & promoted – features & benefits
- Club Success Program - Team needs to be developed & promoted through District
- At District level, pursue former MERL funding allocation as precedent for this year's GMT/GLT funding

3:30 pm

How to Implement Club Growth

- Public Relations options
- Select 2 or 3 leaders in each zone with proven skills
- Enlist willing Lions to serve as 2 or 3 extension specialists
- Consider using the same Lions as above to gather & deliver resources for rejuvenation of clubs; have them work through RC's to cover district geography
- develop a retention tool kit and use it as a template for succession
- educate a facilitator for CEP's, with a focus on under 20 member clubs (e.g. add 3 members per club per year)
- recognize that PR is logistically difficult in certain communities; find alternatives
- leverage last year's ZC's & assure GMT is a primary part of '11/12 ZC agenda
- consider use of PDG mentors as an available resource
- emphasize opportunity to build upon family & women's membership development
- consider impact of media promotion, to obtain best 'bang for the buck'
- employ motivational methods to influence mass of Club Lions not yet converted

- District GMT Chair is responsible to ensure appointment of 1/ Membership & Club Chair AND 2/ Success Chair for their District; then educate & deploy them

Reviewed CEP form “Request for CEP Resource Support”

- promote working through application process and obtaining of materials from LCI
- establish a follow up process

Extension Workshops:

- need sponsoring clubs with 2 Certified Guiding Lions
- recognize that prospects want to be involved in Lions (seeing us involved in Lions) & they want to be involved in community activities

NOTES:

New Club President & ZC manuals are expected to be on LCI website by Sept ‘11  
PDG Paul Baker is available in District 7-11 for advice on developing Campus Clubs

7:30 pm

Mike Springford & Bill Carson conducted a GMT round table discussion highlighting:

- need to develop & convey a positive attitude in promotion of GMT
  - need to create an environment that will encourage motivation to promote GMT
- 

8:30 am

Website Awareness Presentation by PDG James Johnson

- live online tour of MDA website
- specific guidance on attaining access to statistical information & graphs developed by LCI & consolidated for MDA reference
- emphasized the dramatic effect of drilling down to specific club statistics
- District GMT Chairs urged to share the foregoing with ZC’s & Club Executive

How to energize ZC’s in your district

- immediately assemble ZC’s at Cabinet – share DG goals for ‘11/12
- need to educate ZC’s & RC’s to GMT program
- educate ZC’s to proper method of conducting Zone Meetings
- agreed to accept & honour reporting timetable for progress relative to plan
- Oct 31, Dec 31, Feb 29 reporting to be provided to MDA GMT Co-ordinator by 15<sup>th</sup> of ensuing month
- Explain transition from MERL to GMT

Individual Club Membership Growth Plan requirement to be formalized by ZC’s

1<sup>st</sup> VDG to work with team to build year #2 plan

Create 3-person Membership Committee in each Club to foster growth

Understand that: exciting community service = potential membership growth

Recognize the need for Community Needs Assessment where appropriate

Consider increasing district dues to build membership & new clubs, & for training costs

Ensure ZC’s follow GLT guidelines for ZC meetings