



#BeTheKey

MD2 – GMA Dispatch

The Latest on the Global Membership Approach



#35

June 19, 2023

Build Success

Our feature article is from our MD2 Global Membership Team Coordinator, PDG Mark Roth.

Where to Start:

The Lions International strategic plan has one goal: to position our association as the global leader in community and humanitarian service. While this is a global vision, it all starts with you, your club, and your community. If our clubs feel supported, are growing and expanding their efforts in community service, then we will surely achieve our strategic objectives. The Global Membership Approach process for building success was launched by Lions International to provide a road map for District, Zone, and Club success. Districts, Zones, and clubs where the GMA process was embraced are generating sustained member growth and greater community impact.

As our clubs celebrate the successes of the past year and prepare for the start of a new Lions year on July 1st, it is important to look at implementing the GMA process, if you have not already begun that process for your club. As an incoming officer, even as club president, you may find yourself asking “where do I start?” Beginning with a focus on the positive aspects of your club is an excellent place. It gets the members talking about something that makes them feel good about being a Lion and a member of your club. Just begin a dialogue with your members. Seek input on what they want in a Lions Club, what they feel are the positive aspects of their club and where the members could make adjustments that lead to positive outcomes. Do not shy away from questions on activities that did not have the outcomes your club had expected. It is important to see if the objectives remain valid, and if so, adjust how your club conducts the activity going forward.

Building goals is the key. As your members identify their collective priorities, you will begin to see some possible goals coming to light. When you identify an area that needs attention – like new club officer competency – consider setting a goal around training. With a wealth of content on the LCI and MD2 websites, there are opportunities to build objectives under a training goal for your club. In the end, once you work through the GMA process, you should have a set of priorities – things that are important to your members – and you can select the main goals to include in your “Build a Plan” for success in the coming year. An important thing to keep in mind – engage all your members. Seek input from your members and communicate well as you finalize your plan for the coming year. If you are still



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struggling with how to get started, or where to go next along the process, don't hesitate to reach out to your Zone Chair, the District Governor Team or your District GMA Champion. They are in their positions to help each of our members and all of our clubs build success that will lead us to our goal – being the global leader in community and humanitarian service.

Mark W. Roth

Past District Governor, 2-S2

MD2 Global Membership Team Coordinator

Useful Resources & Tools.

Prepare Your Incoming Club Officers

As your district's clubs prepare to transition their officers, encourage them to explore the Managing Your Club (Club Officer Team) webpage to learn more about their roles and responsibilities. Be sure to remind elected club officers to update their profiles and confirm that they have an email address on file to ensure they receive important communications from Lions International. [LEARN MORE](#)

Apply for the 2022-2023 District Excellence Award

Did your district team achieve a net membership growth, provide training to club officers and help clubs increase service in their communities? If so, your district might qualify for the District Team Excellence Award. Learn about the award criteria and be sure to apply by August 31. [LEARN MORE](#)

New Global Membership Approach Training Available

Take the new Global Membership Approach training to find out how this exciting approach can help your district boost its membership and stay on the path to success. To access the course, log in with your Lion Account credentials and navigate to the Lions Learning Center. [LOG IN](#)

Membership Development Grants

Does your district or multiple district need financial assistance to help with recruitment and retention? Then consider applying for a Membership Development Grant starting in July! These funds support a wide variety of efforts and activities to recruit more members and improve the experience of Lions. [LEARN MORE](#)

Help Ensure a Smooth Transition to the Lion Portal Make sure your fellow Lions are ready for the upcoming transition by ensuring their Lion Account information is correct and up to date in MyLCI or their regional reporting system.

[LEARN MORE](#)



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Multiple District and District Grant Program Launching This Month Leadership Development Grant applications for 2023-2024 will be accepted May-September 2023. Review the eligibility requirements and learn about the grants available to help cover development training expenses for first and second vice district governors in your multiple district and for zone chairpersons in your district. [VIEW MATERIALS](#)

The Texas Tuesday Connections continues this Lions year. Please be sure to share this information with the members of your district. Texas Tuesday Connections will return on Tuesday, January 17, 2023, at 6:00 p.m. (CST).

- Celebrate Success – June 20, 2023 @ 6 p.m. (CDT)

Please ask the Lions in your district to sign up for all the exciting information coming out of MD-2. It is easy to do... just login to the [Lions of Texas](#) website and you will see in a blue box that reads “Subscribe to our News Flash”. Just click on the box, fill out the form and hit submit. Lion Floyd will add you to the MD-2 email distribution list.

Celebrating Success

This is where we will share the success stories, i.e., new club extension, signature district service activities. This is your opportunity, weekly, to talk about your district’s success stories. Please send your success stories, along with photos to: lionchris@clgun.com.

Congratulations to:

District 2-S4, DG Vicky Dulin and her team on chartering the new Fort Bend County West Lions Club
District 2-E2, DG Vince Rosen and his team on chartering the new Denton – Robson Ranch Lions Club
District 2-S4, DG Vicky Dulin and her team on the new Bay Area League of Extraordinary Lions
District 2-X1, DG Fred Conger and his team on the new Plano North Lions Club
Roar!!!

Membership by the Numbers

My Members

Lion

Leo

	This Month	This Year
Opening Balance	22,197	22,327
Added Members	235	3,077
Dropped Members	404	3,375
Closing Balance	22,028	22,029
Net Gain/Loss	-169	-298



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Worldwide

1,390,160

Where we Stand

My Clubs

Lion

Leo

Status

Clubs

Newly Chartered

3

Status Quo

15

Cancelled

20

Pending

Applications Started

0

Applications Authorized

2

Applications Completed

0

Active

763

Be the Key – Meeting Schedule

The MD2 GMA Café is open once per month. The exception to this is December 2022. There will not be a MD-2 GMA Café for December 2022, our next MD-2 GMA Café will be on Tuesday, January 24, 2024. Please make sure that the days the MD2 GMA Café is open are in your calendar. The Café opens the last Tuesday of each month at 5:45 p.m. and closes at 7:00 p.m. The Café is open to any Lion and all Lions are encouraged to drop by and visit. Each month we have a special guest who will give a brief presentation followed by an open discussion. It is a great way to gain more insight into the



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GMA process and to find out what is happening in other MDs across constitutional area 1. To sign in please click here: [MD2 GMA Café sign-in.](#)

For additional information and resources, please click here [MD2 GMA](#) resource page.

District GMA Champions

North Region Champion

PDG Vinod Mathur

vrmathur24@gmail.com

North Region GMA Champions

District **District GMA Champion**

email address

2-T1	SVDG Chris Rogers	chris.tiff.rogers@gmail.com
2-T2	IPDG Ron Miller	ronaldmel1@suddenlink.net
2-T3	Lion Brian Carter	bcarter7@elp.rr.com
2-E1	PDG Christina Schoonover	c_campbell74@yahoo.com
2-E2	IPDG Stan Hall	shall10593@verizon.net
2-X1	PDG Vinod Mathur	vrmathur25@gmail.com
2-X2	IPDG Shelia Donnelly	sdonnelly@anbmp.com
2-X3	PCC Ray Harper	ray.bellwood@gmail.com

South Region Champion

PDG David Splitek

dsplitek@gmail.com

2-A1	PDG Keith Perrine	keith.perrine@hotmail.com
2-A2	PDG Dave Splitek	dsplitek@gmail.com
2-A3	PDG David Christopher	dc1819dg@gmail.com
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