



Family and Women's Specialist Guide

Family and Women's Specialists are members of the GMT for a multiple district or district. These specialists serve three-year terms to oversee the growth and participation of women and family members throughout the district or multiple district. Because families and women have great potential for Lions growth, this position is critically important to the overall health and vitality of the association.

Areas of Priority and Responsibilities

Leadership

- Take direction and guidance from the GMT district coordinator, district governor and LCI.
- Communicate regularly with clubs and the GMT district and DG teams.
- Serve as a resource for all Lions in the district who are actively involved in recruitment and extension. Know the available resources to assist Lions and recommend as appropriate.
- Collaborate with the GLT district and/or MD coordinator to promote leadership training programs available to Lions in the district.
- Increase the participation of women in all leadership development programs.
- In partnership with the GLT coordinator, create leadership development plans for women who are interested in pursuing leadership roles.
- Provide additional leadership development opportunities for women in areas that are underserved.

Service

- Create more hands on service projects that will attract new family and women members.

Public Relations/Marketing

- Develop marketing and PR campaigns to highlight the service work and contributions made by women and family members.
- Recruit influential or celebrity female Lions as spokespeople to promote Lions clubs.
- Write one or more articles on the recruitment of women for district, multiple district and international publications.

Membership

- Oversee the recruitment of women and family members throughout a three-year term.
- Establish goals, including specific timelines, for the recruitment of women and family members and develop action plans to attain those goals. A copy of these goals should be sent to the GMT district coordinator and district governor.
- Assist clubs with establishing their goals to invite families and women to become new members.
- Create resources to assist Lions in recruiting and retaining family and women members.
- Promote club branches as an option as a way for family and women members to join.

Multiple District Family and Women's Specialists Additionally

- Work on the multiple district aspects of the above items.
- Consolidate district-level information.
- Develop procedures for district reporting. Coordinate ongoing training and reporting for district specialists during their terms.

Materials

- Lions Make a Difference ([me40.pdf](#))
- I AM a Lion ([me37.pdf](#))
- Your Family Can Make a Difference ([mpfm8.pdf](#))
- Family Friendly Lions Club Concept "How to Guide" ([MPFG1.pdf](#))
- Family Volunteer Activity List ([familyactivites.pdf](#))
- Cub Program Brochure ([mpfm37.pdf](#))

- Lions Family Cub Program and Activity Guide ([mpfm33.pdf](#))
- Lions Family Cub Program Activities ([mpfm34.pdf](#))
- What Is A Club Branch? ([cb17.pdf](#))
- Special Interest Lions Clubs ([ex544.pdf](#))
- **Lions Clubs International Website** (www.lionsclubs.org): The association's website is filled with vital information and resources to assist you with recruitment efforts and includes downloadable materials.
 - [Lions Learning Center](#) provides the opportunity for Lions to develop leadership skills through 30-60 minute online learning courses. Courses are categorized by four key skills: Leadership, Managing Others, Achieving Results and Communication.
 - [Webinars](#) provide the opportunity to participate in online training with a group of participants and instructors. These courses are generally about one hour long.
 - [Club Resource Center](#) provides links, which can be used to find answers to many of the frequently asked questions for clubs.

Steps to Take:

- Set a district goal for recruiting new women and family members. Communicate this goal to everyone who will assist in meeting it.
- Visit all the clubs in your district to present current information and success stories. Collect successful ideas and suggestions for improvements to share with other clubs.
- Work with clubs to recognize that new members, especially women or families, may have different needs. Proactively assist the clubs in adapting to accommodate them. Ideas to consider:
 - New meeting times or places
 - Staggered meeting times
 - Lighter snacks or no meals at all
 - A [Cub Program](#) to address family issues or even a [club branch](#) if there is a group of new members with similar needs
- Monitor district membership changes using the [Summary of Membership Report](#).
- Host a Lions Regional Women's Workshop to explore factors surrounding the recruitment and retention of women in your area. ([Lions Regional Women's Workshop Planning Guide](#)).
- Plan a Lions Women Initiative project to determine the scope of the need or to generate ideas for meeting the need. ([Lions Women Initiative Grant Program](#))

Encourage Clubs to:

- Set a specific goal to invite a defined number of new women or family members by a particular date.
- Create and update their club website ([Lions e-Clubhouse](#)) to showcase the club to members, potential members and the community.
- Adopt and utilize e-mail, Facebook, Twitter and other social media networks to communicate and provide information about the club. ([Lions on the Web](#), [Social Media 101 - Best Practices Guide](#))
- Welcome and orient all new members – get everyone involved from the beginning. ([Member Orientation](#))
- Consider a mentoring program for new women members. ([Lions Clubs Mentoring Program](#)) Ensure all members have an opportunity to participate in each part of club life – fundraisers, service projects and club management.
- Emphasize the opportunity for members to develop new leadership skills through [Lions Learning Center](#) online courses.
- Identify an unmet community need that impacts women and/or families using the [Community Needs Assessment](#) as a guide.
- Develop new service projects to address the newly identified need. ([Planning Service Activity Projects](#))
- Promote your club's service internally and to the community. ([Lions Clubs PR Tools](#))