



Position Overview

As the Global Membership Team (GMT) District Coordinator, you are appointed annually and report to the district governor and the GMT Multiple District Coordinator (or GAT area leader as appropriate). Your efforts directly impact the success of *MISSION 1.5* membership growth plan implementation and achievement of goals, as established. You are the driving force that ensures your district is strong, stable and focused on increasing membership. You know where to find solutions and can overcome obstacles. You will serve as a link between clubs and multiple district coordinators to ensure that your district is successful in executing *MISSION 1.5*.

Performance Expectations

Commitment to Growth:

- Commits to the organization-wide goal and objectives of *MISSION 1.5*, including achieving defined regional membership targets.
- Develops and executes a district membership growth plan with the district GAT.
- Monitors club membership reports, tracks and interprets data and forecasts results.
- Develop and implement strategies to provide ongoing motivation and training to support the district in achieving their *MISSION 1.5* targets in relation to membership growth.
- Reduces membership drops by 10%, including but not limited to working with clubs in danger of cancellation for financial suspension by ensuring payments are submitted on time.
- Sponsors at least one new member and extends at least one club.

Engagement and Collaboration:

- Adheres to an annual engagement calendar to track progress toward regional targets, including monthly check-ins with GAT area leaders, multiple district leaders and local GAT teams.
- Coordinate with GAT district leaders to maintain communication through visits, newsletters, emails and social media.
- Celebrates membership growth and assists clubs in need of support.
- Partners with district GAT leadership to conduct relevant *MISSION 1.5* seminars, events and projects at council and cabinet meetings, district convention and other local meetings.

Training and Resource Sharing:

- Participate in constitutional area-wide *MISSION 1.5* summit.
- Confirm new members are provided an effective and timely member orientation at the club level, in collaboration with the GLT district coordinator and club membership chairpersons.
- Provides recruitment and retention strategies to clubs in collaboration with district GAT coordinators.
- Promotes completion of the Global Membership Approach training path and shares best practices.
- Works with the district GAT to fulfill requirements and submit applications for all available membership grants.

Broaden Participation:

- Encourages clubs to recruit diverse members, develop inclusive strategies and create positive membership experiences.
- Follows up promptly on prospective member leads from the multiple district GMT or Lions International and reports progress.