



MD4-L6 San Diego & Imperial Counties GAT/Membership Approach

Volume 1, Issue 1
July-September 2022

Lions of MD4-L6

GMA MEMO TO CLUB LEADERS

A great attitude spreads far and wide. And when you show your pride as a Lion and a leader, you inspire your members to do the same. That's why it's so important that you get your club excited and talking about the incredible work they are doing. Because by helping your club become great marketers, you can strengthen membership, expand service and achieve your goals.

Here are three ways you can help your club Become great promoters.

- **Build a club marketing culture—**
Encourage your club to think like marketers. Whenever the club has a project, event or a success story, make sure you tell your community about it and why it's so important.
- **Appoint a club marketing chairperson -**
Help your club create your own special marketing culture by appointing a marketing chairperson. This will keep your club thinking about three things: promotion, promotion, promotion.
- **Use the tools that are available -** Learn about the great social media resources, brand and marketing kits and more at lionsclubs.org that can help take your marketing to the next level.

When you make marketing a part of your club culture, you'll keep your members—and your community - excited, engaged and wanting more. Help your club achieve even greater results by promoting your service and showing your pride.

Greetings Lions from Lion Paul Walters, Global Service Team Coordinator

District 4L6 Global Service Team Report for first quarter of the 2022-2023 Lion Year.
As of 09/30-2022 the District has 54 clubs.

Service Activity Reporting (SA): 51 clubs reported Service Activities, **93%**. Increased **33%** since August 2022. LCI Service Activity Reporting Goal 2022-2023=60% - **Goal has been reached.**
MD4 Service Activity Reporting Goal 2022-2023=80% - **Goal has been reached.**

NOTE: 14 clubs did not report an MMR or Service Activity or both for two consecutive months. Governor Ruiz's Goal—MMR's **80%** and Service Activity Reporting **80%** by December 31, 2022.

Schedule for California Lions Care Service Activity Projects for 2022-2023:

October: Vision, **December:** Military & First Responders, **February:** Hunger, **April:** Environment, **May:** All Health (Diabetes, Cancer (Pediatric and Adult).

District 4L6 August Youth Month Report: **2ND Best in MD4**

- People Served=13,289
- Total Hours= 770
- Number of Clubs= 19

<u>4L6 Dashboard</u>	<u>July</u>	<u>Aug.</u>	<u>Sept.</u>
Total served	25,844	43,164	64,443
Service Activities	163	411	639
Volunteer Hours	3,907	9,929	16,379

Words from author Jay Shetty:

“These are the moments that need to galvanize us to support each other to serve. And I would go on to say that if you’re struggling to get out of bed in the morning for yourself, these are the mornings we get out of bed for our children, these are the mornings we get out of bed for others and for people who are struggling.”

District Dashboard Summary — July through September 2022

Monthly Membership Report (MMR):

33 clubs reported their MMR, **61%**.

Increased **6%** since August 2022.

Julian Lions Club has been cancelled on 09/30/2022

LCI Membership reporting Policy is to report **MMR's EVERY MONTH**, even if the club does not meet for any reason. Enter **“No Changes”**, early each month (by the 20th), then edit later for add, drop, transfer, and member updates.



It is the responsibility of the Sponsor to make sure their cub is inducted into life as a Lion. It is suggested that they both participate in the Proud Lion Program.

There are five goals to achieve in a 6-month period and they are:

1. Attend a Club Board Meeting
2. Participate in a club service or fund-raising activity
3. Introduce a prospective member to the club
4. Make a visit to another club
5. Attend a zone, region, district or multiple district meeting and report back to the club

Club Secretaries can obtain a free lapel pin for the new Lion by filling out the electronic form on line and download it and forward to District GMT PDG Norm MacKenzie at norm.mackenzie@cox.net

Membership: Net Growth (as of 9/30/2022):

Congratulations to the following 17 clubs:

*San Diego Cosmopolitan	+19
*San Diego Majestic	+11
*San Diego Pathfinders	+8
*San Diego Classic Gold	+7
*San Diego Miramar	+4
*Escondido Champagne Village	+3
*Imperial Beach Lions	+3
*San Diego United	+3
*Encinitas	+2
*La Jolla Presidents	+2
*Chula Vista Visionaries Lions	+1
*La Mesa Lions	+1
*Lemon Grove Latino	+1
*San Diego Forever	+1
*San Diego Roaring Lions	+1
*San Diego Stars	+1
*San Marcos Lions	+1

End of 1st Quarter 17 clubs inducted 69 new members.

MD-4L6 Membership Summary:

July 31, 2022: 1,326 Members +26

August 31, 2022: 1,339 Members +39

September 30, 2022: 1,318 +18

End of 1st Quarter

Net Membership: 1,318 Members

It is with everyone's help that we can achieve net membership growth in 2022/2023. Let's keep the positive momentum in growth & membership retention moving forward.

If you have any questions, please feel free to contact PDG Norm MacKenzie at norm.mackenzie@cox.net or 760-802-6018.

Leadership: The Regional Leadership Institute is open for all Lions. If you are currently in a leadership position or considering stepping into leadership, this is a great opportunity for you. There are limited district scholarship funds allocated to help offset the registration fee. For additional information, please contact PCC Mary Rynearson, Global Leadership Team Coordinator at maryryno@gmail.com.



**ANAHEIM
REGIONAL LIONS
LEADERSHIP INSTITUTE**



8 AM Friday, March 24th thru 1 PM Sunday, March 26th

Interactive and Team-Building Training!

Leadership for Success!

This 3-day Institute focuses on:

**Working in Teams, Public Speaking, Diversity,
Motivating Club Members, Time Management, and more...**

This Institute will prepare Lions for Leadership positions at "All" levels. You may be a member thinking of moving into a leadership role in your club or district. You could be a current club leader or district leader looking to hone or add to your skill set. All would benefit from attending and familiarizing themselves with leadership skills and a deeper understanding of how to better serve their clubs, district, and community. Participants are not only provided the necessary information but the tools and resources needed to help your clubs and district strive and succeed in today's current environment. Fostering "**Team Building Skills**" with your fellow Lion is also a crucial component of this Institute. In a nutshell, this Institute focuses on enhancing leadership and management skills and expanding participants' knowledge of Lions Club International.

Lodging and Meals

The fee of \$400.00 (**no refunds after March 10, 2023**) covers the Institute, food, and lodging from **8 AM Friday, March 24th through 1 PM Sunday, March 26th**. If you plan on arriving on Thursday, March 23rd, you will be required to pay for that night's lodging at the rate of \$129.00 plus fees and taxes when you check-in at the hotel. A credit card will be required by "**ALL**" at check in. All meals during the Institute are provided at the Institute location. Plated Breakfast on Friday, Saturday, and Sunday. Lunch on, Friday, Saturday, and Sunday. Dinner on Friday and Saturday. Beverages provided at each meal.

DAMAGE, SMOKING & CLEANING FEE

If you cause damage to your hotel room or smoke in your hotel room, whether found during your stay or found after check-out, YOU shall be responsible for all fees associated with repairing said damage. The hotel is a non-smoking hotel, and a fee will be incurred by YOU if smoking takes place in your room or in the hotel, along with any excessive cleaning needed.

Location of Institute and Lodging

The Institute and Lodging will be held at "The Anaheim Hotel" 1700 S. Harbor Blvd, Anaheim, CA 92802

TO REGISTER AND PAY FOR THE INSTITUTE - CLICK ANYWHERE ON THIS DOCUMENT

<https://californialionsmd4.ticketspice.com/anaheim-2023-regional-lions-leadership-institute>

Is Anyone up for a Visit to Disneyland?

Yes, we have arranged for anyone attending the Institute and their family to purchase tickets (limited to 6) to Disneyland and California Adventure at a special rate. "The Anaheim Hotel" (across the street from Disneyland), our host hotel, on a case-by-case basis, might still be able to offer you a discounted room rate 3 days before the Institute and 3 days after the Institute. For those who wish to stay for a longer period of time and enjoy "The Happiest Place On Earth," please contact Tina Riley at 714-292-7642. If you are interested in enjoying "The Happiest Place on Earth," click anywhere on this document for link to purchase tickets:

<https://www.mydisneygroup.com/TMMC23A>

Any questions can be directed to PDG Norm McDaniel
805-653-6676 (office) 805-340-4849 (mobile)
lionnormthegovernator@gmail.com

Lions Clubs International Foundation (LCIF):

LCIF club participation from July 2022 through September 2022:

El Cajon Valley Lions
Lemon Grove Latino Lions
Lemon Grove Lions
Oceanside Sea Lions
San Diego Cosmopolitan Lions
San Diego Executive Lions
San Diego Majestic Lions
San Diego Rancho Bernardo Lions
San Diego Roaring Lions
San Diego Stars Lions
San Diego TFC Liona

Total donations: \$6,785.00



The LCIF website has a wealth of resources available to all members. It provides information on the variety of ways clubs and members can donate. Below are a couple of links to LCIF website.

<https://www.lionsclubs.org/en/discover-our-foundation/mission>
<https://www.lionsclubs.org/en/lcif-model-clubs>

**Please save the date for our
MD4-L6 LCIF Melvin Jones Luncheon
January 14, 2023 @ 11:00 a.m.
El Cajon Elks Lodge, 1400 E. Washington Ave., El Cajon 92019**

For additional information on the Global Membership Approach Process or the Club Quality Initiative Assessment, you can visit the LCI website at <https://www.lionsclubs.org/en/global> or contact PDG Norm MacKenzie at norm.mackenzie@cox.net or call at (760) 802-6018.

Thank you to each and everyone for your hard work and providing much needed service in your communities. Please do reach out to any of the team members for support and guidance.

District Goals Insights at: <https://insights.lionsclubs.org/district-goals>
(must be logged into your LCI account to view)



MD4-L6 District 2022/2023 Global Action Team!



District Governor:

Lion Juan "Jay" Ruiz, Jr.

Email: jayruizrion416@gmail.com

1st Vice District Governor:

Lion Julio De Guzman

Email: julio.deguzman@gmail.com

2nd Vice District Governor:

Lion Leo Williams

Email: leodlion416@gmail.com

District Leadership Coordinator:

PCC Mary Rynearson

Email: maryrno@gmail.com

District Membership Coordinator & Global Membership Approach Process

PDG Norm MacKenzie

Email: norm.mackenzie@cox.net

District Service Coordinator:

Lion Paul Walters

Email: pwalters08@cox.net

District LCIF Co-Coordinator

PDG Scott Leslie

Email: scott416lion@cox.net

District LCIF Co-Coordinator Special Assistant to the Governor Jay Ruiz, Sr.

Email: JayR.SDLSF@gmail.com

Service - Resources

Lions Clubs International website.

<https://www.lionsclubs.org/en/service-reporting>
or www.lionsclubs.org/en/search-results?keys=mylion

If you need ideas for a new service project in your community, Lions Clubs International has a section dedicated to service programs.

www.lionsclubs.org/en/service-programs

California Lions Website Resources:

www.md4lions.org/global-service-team

Membership - Resources

Lions Clubs International website:

www.lionsclubs.org/en/resources-for-members/resource-center/why-mylici

California Lions Website Resources:

<https://md4lions.org/gmt>

Leadership - Resources

Members have access to the Learning Center via the member portal. Once you log into the Member Portal, click on the Learn icon and it will take you to the Learning Center site. Below is the link to the Leadership learning resources.

<https://www.lionsclubs.org/en/resources-for-members/resource-center/glt-toolbox>

Resources are also available through the California Lions website: <https://md4lions.org/glt>

