

**Family & Women Specialist Team
Recommendations for DGE
June 3, 2017**

MD-FWS	Multiple District Family and Women Specialist
MD-GLT	Multiple District Global Leadership Team
MD-GMT	Multiple District Global Membership Team
D-FWS	District Family and Women Specialist
D-GLT	District Global Leadership Team
D-GMT	District Global Membership Team

GENERAL INFORMATION

1. MD-FWS Team work with MD-GLT Team to create D-FWS orientation meeting to be held in Q1
2. MD-FWS Team educate D-FWS on Lioness Bridging programs (in case there are questions coming their way)
3. Support other GMT areas as requested
4. Be granted appropriate *myLCI* access to view membership data and print reports

FIRST YEAR MESSAGE/RESPONSIBILITIES FOR DG TO CONSIDER:

1. DG identify and personally contact D-FWS
2. Determine if D-FWS position/responsibilities should be referenced in District Policy Manual
3. Consider D-FWS as part of DG team to collaborate with D-GLT/D-GMT for planning purposes
4. Allow position to be part of the Cabinet to report on Zone/District/MD women/family membership status
5. D-FWS should fall under GMT budget, at least for mileage reimbursement
6. Have a Family/Women seminar at each District Convention (similar to what was done at state) to get conversation going on best practices

FIRST YEAR MESSAGE/RESPONSIBILITIES FOR D-GMT TO CONSIDER:

1. Collaborate with D-FWS on reports to the Cabinet
2. Be backup for D-FWS at zone meetings as necessary
3. Collaborate with D-FWS to create a handout explaining family membership dues structure available at all meetings

FIRST YEAR MESSAGE/RESPONSIBILITIES FOR D-FWS TO CONSIDER:

1. Collaborate with Zone Chairs to deliver effective information
 - a. Actively participate in Zone meetings/
 - b. Facilitate discussion at zone meetings (10 min) on key Family/Women membership questions to get the conversation going
 - i. What does a family-friendly club look like? and/or
 - ii. How would a family-friendly club benefit your community?
2. Collaborate with D-GMT to:
 - a. Run membership reports for each club on family membership status
 - b. Gather statistics by club (such as club member age guestimates to use as marketing driver)
 - c. Create a handout explaining family membership dues structure to be available at all meetings
3. Collaborate with District webmasters to enter membership data onto site page
4. Collaborate with District Lioness affiliate on Bridging Program as needed
5. Collaborate with D-GLT for officer training; share information when appropriate on Family/Women topics and get feedback from attendees on ways to increase Family/Women membership
6. Collaborate with MD-FWS Team as follows:
 - a. Attend orientation meeting in Q1
 - b. Enter in or provide District data for MD/D-FWS reports tracking
 - c. Participate in communication plan between all D-FWS, to include Facebook, email blasts and other media
 - d. Participate in monthly check in meetings
 - e. Create and maintain yearly plan (see below)
 - f. Collaborate with D-GMT and D-GLT coordinators to get information out about new position
 - g. Add key topic information every month into the newspaper:
 - July: basic information about position
 - August/September: Youth
 - October: Vision

- November: Diabetes
 - December/January: Hunger
 - February: Women
 - March: Vision
 - April: Environment
 - May: Literacy
 - June: Recap of year; plan for next year
- h. Using information obtained from MD-FWS Team, organize a monthly/quarterly plan following five areas of focus (Service, Networking, Leadership, Public Relations/Marketing, Communication)

Example of what an action plan could look like (October with a key topic being vision):

Service Focus (Vision)

- * Provide service for 1 hour per week in suggested areas
- * Partner with other entities, clubs, Lions and share on social media

Networking Focus

- * Share across Districts best practices and success stories
- * Partner with other entities, clubs, Lions for service or fundraisers

Leadership Focus

- * Invite and encourage women to attend Communicate Like a Leader
- * Invite potential women leaders to attend Officer Training sessions

Public Relations/Marketing Focus

- * Present current information through social media, website, newspaper
- * Collect ideas and suggestions for improvement from Zone Meetings
- * Interview, showcase in the newspaper a female leader's story from your District

Communication Focus

- * Review information coming from the MD-FWS team and MD GMT/GLT teams
- * Designate a date to get the information out
- * Determine what will be covered in the communication
- * Identify who will get the communication