

SECTION III. Membership & Leadership (M&L) Team and Mentor job description. MERL(OW) as used in this document refers to the membership, extension, retention, and leadership team members and the orientation and women in Lions team members if the district cabinet includes these 2 positions.

a. Objective:

1. To bring together the key functions responsible for providing leadership, action planning, and training to clubs and districts in support of membership growth. The MD5 M&L Team and mentors, in close coordination with the council chairperson and council is responsible for (1) implementing membership growth plans to increase the number of quality new members entering the association, (2) establishing, nurturing and developing new clubs, (3) improve the retention of existing members, and (4) organizing leadership programs to both develop club and district leadership talent.
2. To provide necessary resources & tools, knowledge, skills, and points of view so Lions Clubs members may be better able to serve mankind.
3. To develop long term membership growth, extension, retention and orientation plans with input from all District Chairpersons and in conjunction with membership positions implemented by LCI.
4. To help individual Lions Club members develop the ability to successfully make presentations and conduct workshops for fellow Lions, for their professions and businesses, and their communities.
5. To improve the individual leadership ability of Lions Club members.
6. To encourage the recruitment of female Lions Club members.

b. Structure:

1. The core structure of the MD5 M&L Team are the 1<sup>st</sup> & 2<sup>nd</sup> VDGs and the mentors which are the following committee chairs: Membership, Extension, Retention, and Leadership Development. (LCI resources encourage Multiple Districts to add or subtract chairperson to the Team as deemed necessary for local membership development needs though the phrase “MERL Team” is the common term of reference in LCI communication.) Given the need for continuity and the time required for working with and involving district MERL(OW) Teams, the MD5 mentors shall be appointed for a term of three years subject to annual confirmation by the council of governors. The council of governors is responsible for appointing M&L committee members including mentors when vacancies exist or when terms expire.
2. The 1<sup>st</sup> & 2<sup>nd</sup> VDG of each District will serve for 2 years on the MD5 M&L Team but will be expected to only work within their District. The 1<sup>st</sup> VDG will serve as Chairperson of the District MERL(OW) Team and will be assisted by the 2<sup>nd</sup> VDG. Each District can decide how many additional members will be on the District MERL(OW) Team.
3. The MERLOW Team shall have a committee chairperson (The Multiple District 5 Global Membership Team Coordinator) who will foster team work and liaise with the council of governors, mentors, and VDGs to provide awareness and motivation in support of multiple district-wide membership development activities.
4. The MD5 M&L Committee of the Council of Governors will organize a conference for the MD5 M&L Team and mentors at the August Council meeting. The MD5 M&L Team, with the help of the mentor, will be expected to then proactively provide resources and tools, support, and knowledge to each District.

5. The Council of Governors, in consultation with the District Governor, Vice District Governor, and Global Membership Team (GMT) Coordinator, will assign a mentor to each District within the Multiple District. This mentor (special advisor) is to become familiar with the issues within the assigned district(s) and provide a fresh perspective on these issues with a point of view outside the politics of the district, serve as a resource person for that District, and actively provide support, advice and help for the DG, VDGs, and District MERL team. The mentor is responsible, along with the District Governor and Vice-District Governors, to encourage the training and proper functioning of the District MERL(OW) Team. The mentor can not be the advisor for the District where they are a club member.

c. Job Description:

1. Adopt and implement association-wide membership initiatives and assist districts in developing membership, leadership and retention activities to promote quality club development.
2. Attend MERL training provided by International and/or the Council as directed by the Council.
3. Proactively seek information regarding the status of each club in the district to determine the clubs having membership, retention, and leadership issues. Work with the District MERL(OW) team to personally contact and visit each of these clubs to provide resources and support. The mentor is not expected to visit each of these clubs but will offer leadership and advice on various methods that can be used as the District MERL(OW) team visits with these clubs. Each club is unique in their problems and how they can best be approached, but the mentor must communicate with the District MERL(OW) team to make certain that the club is contacted (and not wait for the club to contact the team). This includes providing and calling attention to educational materials developed by LCI that may be used by the District MERL(OW) team as they work with the club.
4. Communicate with former club members who have dropped to glean all information possible about why the person resigned from their club to determine ways in which the club could have been more relevant to the member and thus to the community served. This information must be analyzed and provided to the clubs involved. The MERL(OW) team, with the help of the mentor, will then be able to share tools, resources, and knowledge with the club leaders so the club can make changes.
5. Communicate with club presidents who have held that office for more than 2 years to help that club develop additional leaders. Again, specific duties can not be outlined here because each club is unique in their problems and how they can best be approached. Nevertheless, these clubs must be contacted as having the same president for a number of years is often one of the first signs that the club is struggling.
6. Help the District develop and implement a membership plan that provides goals, action plans and guidelines for a steady growth in membership in that District. The Council must approve the goals, action plan, and guidelines for membership growth.
7. Identify new opportunities for association growth through the extension of new clubs, and help arrange for proper orientation and guidance of new clubs. Work with the District MERL(OW) team to assist in organizing new clubs in the districts.
8. Identify and implement additional strategies and actions as warranted in each district.

9. Take an active role with the MD5 M&L Chairperson and the VDG Trainer in being responsible for the development of the core curriculum concerning membership and leadership, for use in the Vice District Governor seminars.
10. Communicate with and keep the Council Chairperson and other team members informed as to progress/issues/etc. during interim periods between Council meetings.
11. Communication is a vital element of the success of the Team. Communicate and coordinate closely with the Team members, the council of governors, district MERL(OW) teams, area leadership and Lions Clubs International concerning membership and leadership development needs and opportunities. Email is the preferred method of communication and is strongly encouraged. The Team members will also be expected to provide up-to-date information for the MD5 website.
12. Collect information from each District and prepare a written report of MD-5 and District activities to be sent to the Council Chairman, the International Programs Chairperson, and the Secretary-Treasurer for each Council meeting. This report is to be mailed or emailed two (2) weeks prior to each scheduled Council meeting.
13. Following discussion with the MD5 M&L committee and the Council, must be willing to make changes in the program.
14. Act as a mentor for a District as assigned by the Council.
15. The mentor will assist the District Chairpersons of the mentored District in the development of membership growth, retention, orientation, extension, and women in Lions goals and action plans for that District. The mentor is to show the District MERL team how to work with the District Governor, District Cabinet, and individual Lions Clubs regarding membership recruitment, retention, orientation, extension, and women in Lions to set realistic District and Club growth goals and action plans and help implement these action plans.
16. Be available for travel to the District being mentored for the District, state or provincial convention/conference to meet with the District MERL(OW) team and is encouraged to attend at least one other meeting of the District MERL(OW) team. As much as possible, one of these meetings with the District MERL(OW) teams should be between July 1 & December 31 (preferably during the conference at the August Council meeting) and the other one should be between January 1 & June 30, if possible. A written report of each of these meetings is to be provided to the MD5 MERL Team Chairperson.
17. Mentor should be willing to travel to any District within the Multiple District to assist with training of District leaders upon request from the host District Governor for the convention/conference and with prior approval from the Council of Governors.
18. Meet at least quarterly as a team to plan and evaluate progress of membership and leadership development initiatives and to assess status of membership in the multiple district. This can be done via telephone conference calls or video conferencing as well as at the Council of Governors meeting if all members of the team will already be at the meeting for other purposes.
19. Work with the Public Relations Chairperson, Orientation Chairperson and other leadership positions to promote awareness among the public and among Lion members about the association and its mission.
20. Be available to help the Council with other important activities.
21. Attend Council meetings upon request and be responsible to the Council (see #9).