

- (d) Understand and communicate the process and policies of new club development to team members and ensure that accurate information is conveyed to prospective members.
- (e) Enable the success of new clubs by helping sponsor clubs establish mentoring relationships with the new club officers and educating Guiding Lions on expectations of the new club.
- (f) Train and involve Lions interested in new club chartering to expand the district's ability to charter new clubs.
- (g) Ensure new club applications are complete, properly approved, and submitted efficiently.

**Section 9. DISTRICT MARKETING CHAIRPERSON.** Under the supervision of the district governor, the district marketing chairperson is responsible for marketing and communications efforts and directly supports the District Global Action Team. Their responsibilities include:

- (a) Work with the district team to identify and support opportunities for marketing large-scale events, programs, and initiatives.
- (b) Collaborate directly with the district Global Membership Coordinator to direct any membership leads that come through marketing channels to appropriate clubs.
- (c) Support the district governor and district Global Action Team with marketing and publicity guidance.
- (d) Support district funding opportunities.
- (f) Manage district social media channels and websites, either directly or through an established district marketing committee.
- (g) Maintain a full understanding of the Global Brand Guidelines.
  - a. Champion appropriate and consistent use of global brand assets in all district activities.
  - b. Support use of approved brand templates for story and publicity development.
- (h) Encourage clubs to fill the role of the club marketing chairperson.
  - a. Ensure consistent support for the club marketing chair, holding meetings, trainings, and providing marketing guidance and best practices.
    - (i) Promote the good works and newsworthy stories of LCI and LCIF to Lions and members of the media, through social media channels, and to external audiences.

**Section 10. LCIF DISTRICT COORDINATOR.** The LCIF district coordinator is nominated by the LCIF multiple district coordinator, in consultation with the district governor, and appointed by the LCIF chairperson, to serve for a three-year term. This position serves as an ambassador for Lions Clubs International Foundation and reports directly to LCIF multiple district coordinator while working closely with district leadership. Their responsibilities include:

- (a) Ensure that their team of club coordinators implement LCIF fundraising strategies.
- (b) Educate Lions about the importance and impact of LCIF locally, regionally, and around the world.
- (c) Encourage Lions to support LCIF in all aspects of fundraising across the district.
- (d) Be familiar with LCIF grant opportunities and educate Lions within the district on the various grants and projects supported by LCIF.

**Section 11. LEO/ LEO-LION CABINET LIAISON (OPTIONAL).** The district governor, in consultation with the district Leo chair, may choose to appoint a Leo or a Leo-Lion to serve a