

- (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