

North America Membership Initiative



District 4-L5 NAMI Plan

The purpose of this document is to develop a shared understanding of the actions District 4-L5 plans to grow membership through each of the four focus areas.

Focus Area 1: Rejuvenate districts with new clubs

District Goal: Our District goal is to charter three (3) new traditional Lions Clubs, one specialty club, and one Lioness to Lions bridge club by June 2021.

District Team: DG Phil Burch, GMT Hank Trueba, District NAMI Champion PCC Rob Manning, GLT-D PDG Ken Reed, GST-D Kathy McCracken, IPDG Ron Charleston, 1st VDG Fred Caldera, 2nd VDG Linda Amerault, PDG Bill Hannon, and Stephanie Gwinn.

Action - Chartering of Lions Club in Yucca Valley, California

Description: Yucca Valley has a population of 21,650 with no current Lions Club. An LCI new club coordinator will be scheduled to help. This will include advertisement in the local media, joining the Chamber of Commerce, and locating a meeting location prior to canvassing. Then door-to-door canvassing, and more public announcements and advertising. The number of anticipated members is 25.

Date Range: September through November 2020.

Leader(s): PCC Rob Manning

Resources: Resources will include LCI Club Coordinator, brochures, posters, available new member orientation videos, and Guiding Lions Resources

Budget: \$1,000.00

Action – Chartering of Lions Club in Lake Elsinore, California

Description: Lake Elsinore has a population of 68,102 with no current Lions Club. This will include advertisement in the local media, joining the Chamber of Commerce, and locating a meeting location prior to canvassing. Then door-to-door canvassing, and more public announcements and advertising. The number of anticipated members is 25.

Date Range: October through January 2020.

Leader(s): DG Phil Burch

Resources: Resources will include LCI Club Coordinator, Brochures, posters, available new member orientation videos, and Guiding Lions Resources

Budget: \$1,000.00



Action – Bridging of Crestline Lioness Club to Lions Club

Description: Bridging of Crestline Lioness Club to Lions Club. The number of anticipated members is 25.

Date Range: August 2020 through June 2021

Leader(s): PDG Ken Reed

Resources: Resources will include brochures, posters, and available new member orientation videos.

Budget: 250.00

Action – Chartering of Lions Club in Eastvale, California

Description: Eastvale has a population of 64,822 with no current Lions Club. An LCI new club coordinator may be scheduled to help. This will include advertisement in the local media, joining the Chamber of Commerce, and locating a meeting location prior to canvassing. Then door-to-door canvassing, and more public announcements and advertising. The number of anticipated members is 25.

Date Range: January through March 2021.

Leader(s): 1st VDG Fred Caldera

Resources: Resources will include LCI Club Coordinator, brochures, posters, available new member orientation videos, and Guiding Lions Resources

Budget: \$1,000.00

Action – Chartering of Nepalese Lions Club (Specialty Club)

Description: PDG Rajen Thapa will provide assistance with the chartering of a Nepalese Lions Club in Riverside, California. The number of anticipated members is 25.

Date Range: September 2020 through June 2021.

Leader(s): PCC Rob Manning

Resources: Resources will include brochures, posters, available new member orientation videos, and Guiding Lion resources.

Budget: \$1,000.00



Focus Area 2: Revitalize clubs with new members

District Goal: Our existing clubs will induct 120 new members

Action – Motivate and Provide Necessary Resources to Clubs

Description: Motivate and provide necessary resources to clubs to include brochures, posters, and banners to be visible and active in their communities. Lions orientations will be emphasized to all clubs on at least a yearly basis.

Date Range: July 2020 through June 2021

Leader(s): DG Phil Burch, GMT Hank Trueba, 1st VDG Fred Caldera, 2nd VDG Linda Amerault, Kathy McCracken.

Resources: Resources will include brochures, posters, available new member orientations videos, and Guiding Lion resources.

Budget: \$600.00

Action – Club Activities, Events, Fund Raisers, and New Member Functions

Description: Provide and encourage clubs with information on club activities, events, fund raisers, and new member functions.

Date Range: July 2020 through June 2021

Leader(s): DG Phil Burch and GMT Hank Trueba

Resources: NAMI Resources to include service project ideas, fund raising activities, new member events (wine tastings, dinners, diabetes and vision screenings).

Budget: \$250.00

Action – Women’s Development Workshop

Description: This will be a one-day women’s development workshop. This will include invitation of woman leaders to provide a 4 to 6-hour workshop on women in Lions. This was a very successful workshop last year with over 50 in attendance.

Date Range: February or March 2021

Leader(s): Elvera Borders, Stephanie Gwinn

Resources: Resources to include brochures, posters, and available videos.

Budget: \$850.00



Focus Area 3: Re-motivate members with new fellowships and exciting service

District Goal: Our district will lose no more than 150 members

Action – District Barbeque

Description: District Barbeque

Date Range: April 2021

Leader(s): DG Phil Burch

Resources:

Budget: \$500.00

Action – District Social Gatherings

Description: Social Gatherings. There will be at least one social gathering in each region or zone per year. The purpose of the gatherings will be to increase harmony between clubs, communicate new ideas and projects, and have fun in Lionism.

Date Range: July 2020 through June 2021

Leader(s): DG Phil Burch

Resources: n/a

Budget: \$600.00

Action - To Be Completed

Description:

Date Range:

Leader(s):

Resources:

Budget:



Focus Area 4: Support district and club leaders

The district will provide training and support to our Lions Clubs. The District Region and Zone Chairs, and the Governor's Team will support, motivate, inform, and provide needed tools and resources to each club. This will include providing on-line training (e-district, videos, YouTube, My LCI, webinars, etc.), orientation training, workshops, officer training, and leadership training.

Action - Leadership Training - District

Description: Training of district officers, Zone and Region Chairs, Club Presidents, Secretaries, and Treasures.

Date Range: May through July 2020, and May through July 2021

Leader(s): DG Phil Burch, IPDG Ron Charleston, GLT Bill Windham

Resources: Resources will include on-line training, My LCI, brochures, and available videos.

Budget: \$500.00

Action – Leadership Training – Multiple District

Description: All Lions will be encouraged to attend MD-4 leadership training and LCI training events. The District will provide partial (1/2 cost) scholarships to those attending the MD-4 Leadership institute. There is a district goal of 10-15 attendees per year at the MD-4 Leadership Institute.

Date Range: July 2020 through June 2021

Leader(s): DG Phil Burch, IPDG Ron Charleston, GLT Bill Windham, PDG Ken Reed, PCC Rob Manning, 1st VDG Fred Caldera, 2nd VDG Linda Amerault.

Resources: n/a

Budget: \$1,500.00 (One hundred per attendee, 15 attendees).