

North America Membership Initiative



Frequently Asked Questions

General

1) What is the North America Membership Initiative (NAMI)?

NAMI is a focused program designed to address and reverse the decline in Lions membership in Constitutional Areas 1 and 2 (CA1 and CA2).

2) Who authorized NAMI?

The Lions Clubs International Board of Directors authorized NAMI at the October 2018 board meeting.

3) Why is this program important?

Evidence of similar membership declines is appearing in other parts of the world. We need to establish a solid plan for revitalization and growth before our organization's ability to serve humanity—our core mission—is fundamentally compromised.

4) What are the NAMI objectives?

1) Rejuvenate districts with new clubs, 2) Revitalize clubs with new members, and 3) Re-motivate members with new fellowships and exciting service.

5) What is the NAMI plan?

For 2019-20, nine NAMI pilot districts will test NAMI processes and resources. They will also develop and share innovations to achieve membership goals. For 2020-21, all North America districts will be invited to join the evolving program and help develop and test best practices. If successful, further expansion will be planned for 2021-22.

6) What are the goals of NAMI?

The goals for the pilot districts are positive membership growth and the development of scalable best practices. By June 2021, we expect 200 new clubs and 44,000 new members in CA1, and 20 new clubs and 5,000 new members in CA2. The goals for June 2023 are 315,000 total members in CA1 and 38,000 total members in CA2.

7) Who is leading the initiative?

The initiative is being led by International Vice Presidents Doug Alexander, Brian Sheehan and Patti Hill, alongside a Steering Committee of Lion leaders with proven skills in club and membership growth.

8) Who is on the NAMI Steering Committee?

PIP Jim Ervin, PID Terry Graham, PID/CA1 GAT Leader Jerome Thompson, CA2 GAT Leader Rob Hill, PCC Dennis Grotrian, PCC Joyce Hogan, PDG Buck Larson, PDG John Moon, PDG Mark Roth and Young Lions Task Force Chairperson Jordan Glass.

9) How is NAMI funded?

NAMI is being funded with existing operational budgets.

10) How is progress being reported?

Key stakeholders receive monthly status reports. Progress is also being shared at International Board of Directors meetings and at the USA / Canada Forum.



District Participation

11) How were the pilot districts selected?

The Steering Committee selected the pilot districts based on membership trends, key demographics and leadership team commitment to be the vanguard of this vital initiative.

12) What languages are NAMI materials available in?

Because NAMI is still evolving, for 2020-21 all NAMI communications and materials will be provided in English. We are still learning what works and incorporating what we learn into our process and resources. North America districts with additional language requirements should wait until NAMI is more mature to join the program.

13) How will districts in North America indicate they will participate in 2020-21?

First Vice District Governors will complete a form, which will be available from the NAMI webpage, lionsclubs.org/nami, after attending the FVDG/DGE seminar in February 2020.

14) What happens after a district decides to participate?

Leaders from each district will meet to build a team, develop their own goals and a plan for achieving them.

15) Who leads the initiative in NAMI districts?

Part of building the NAMI team is identifying a NAMI Champion for the district, a leader who will promote and manage the initiative, foster execution and report results. The NAMI Champion works side-by-side with the district governor team, GAT coordinators, region/zone chairpersons, and other district leaders on plan development, implementation and accountability.

16) What are the roles and responsibilities of council chairpersons with NAMI districts?

Council chairpersons review the NAMI goals and plans of their districts and demonstrate their support of the initiative and its leaders. They should allocate time at each of their council meetings for NAMI progress updates, next steps, idea sharing and issue resolution.

17) What are the roles and responsibilities of district governor teams in NAMI districts?

District governor teams are directly involved in planning, promoting and supporting NAMI activities throughout their districts. Individual roles are identified during the team building process within each district.

18) How is the Global Action Team (GAT) involved?

The GAT volunteer structure will serve as a primary communication channel for NAMI processes and resources. For example, GAT Area leaders will provide webinars to share NAMI processes and resources with GAT MD leaders, DG teams and district GAT coordinators. GAT MD leaders will also review NAMI district goals and plans, so they can assist districts with implementation and accountability.

19) How are clubs of NAMI districts involved?

Clubs are the foundation of NAMI success. Club members will participate in NAMI projects throughout the year, including leadership development, club marketing and welcoming new members into their clubs.

20) What funding is available for NAMI districts?

Districts will use existing LCI and LCIF grants as well as district funds to implement their NAMI plans.