

# North America Membership Initiative

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## District 4-C1 NAMI Plan

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### Focus Area 1: Rejuvenate districts with new clubs

**District Goal:** Our District will experience new club growth of 2.4% by chartering one new club.

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#### Action: Create clubs in communities that have no Lions Club presence

**Description:** Post Lions club posters around community, canvas local neighborhoods and hold an informational meeting in areas that do not have a Lions Club presence: Corning, Orland, Williams or Susanville

**Date Range:** July 2020- June 2021

**Leader(s):** Guiding Lions, District and Club GMT, Zone & Region Chairperson, District Membership Chair, Sponsoring Club, Club organizers

**Resources:** Create district promotional video to post on Social media, LCI Marketing material, local gathering places to spread the word, Membership applications, Lions Club members that are in proximity of towns, Social media, LCI YouTube, California Lions and District website and social media outlets

**Budget:** \$176

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#### Action: Research and create a Special Interest Club

**Description:** Locate interest groups outside of Lions in 4-C1 who have a vested interest in making their community a better place. Collaborate and Educate groups about the benefits of joining Lions and converting their established group to a Lions Club.

**Date Range:** July 2020 – June 2021

**Leader(s):** Guiding Lions, Sponsoring club and Membership Chairperson, Zone & Region Chairperson, Lions club members who involved with activities outside of Lions

**Resources:** Membership applications, LCI Youtube, New member recruitment resources on LCI website, Lions Club brochures, Internet/ Google, Social Media

**Budget:** \$48

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#### Action: Recruit interested members who want to serve their community

**Description:** Promote “Your Club, Your Way” to prospective Lions throughout local communities and ask busy/ qualified people who have a passion for helping others to join a club and participate in a service project or fundraiser.

**Date Range:** July 2020 – June 2021



**Leader(s):** Club membership chairperson, club members, District and Club GMT, Zone Chairperson, Club Organizers, Past District Governor Team

**Resources:** Create district promotional video to post on Social media, Membership applications, LCI Youtube, New member recruitment resources on LCI website, Lions Club brochures, LCI and California Lions website and Social Media

**Budget:** \$52

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## Focus Area 2: Revitalize clubs with new members

**District Goal:** Our existing club membership will increase by 8.5% by inducting 85 members.

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### Action: Increase recruiting efforts using the “Age Step Down Theory”

**Description:** Promote “Blue Print for a Stronger Club” and Educate club members about this theory and teach them to ask a generationally younger potential member to join their Lions Club.

**Date Range:** July 2020 – June 2021

**Leader(s):** Club membership chairperson, Club President, Zone & Region chairpersons, District and Club GMT, Club members, Past District Governors

**Resources:** Utilize “Club Quality Initiate,” eClubhouse or club based websites, Club membership application, new member orientation guide, technology resources, LCI Social Media outlets and California Lions website & Facebook

**Budget:** \$24

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### Action: Hold a membership drives during service activity in each Region

**Description:** Hold Lions Club service activities in each region and have club members invite prospective people to participate in a service activity, showing that Lions Clubs “Do Things”. Encourage all clubs to appoint a GST & LCIF Coordinator.

**Date Range:** July 2020 – June 2021

**Leader(s):** Club membership chairperson, Guiding Lions, Club presidents, Zone & Region chairpersons, District and Club GMT and GST

**Resources:** Club brochures, 100 Service ideas document, club story boards about projects and service, Local Lions Club Facebook pages and website

**Budget:** \$409

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### Action: Network and recruit through local Chamber of Commerce

**Description:** Enhance local partnerships with local Chamber of Commerce in each Lions community to get more involved in their community. Aggressively recruit prospective members from the business community who are looking for service.

May 5, 2020



**Date Range:** June 2020 – June 2021

**Leader(s):** Club membership chairperson, District and Club GMT, local lions club members, Club PR & marketing chairperson, Club organizers

**Resources:** Create district promotional video to post on Social media, Club brochures, local Chamber of Commerce, membership applications, information about service in each community, social media, LCI YouTube channel, Local chamber online media outlets, local lions clubs social media and website, California Lions website

**Budget:** Dependent on local Chamber membership costs (\$59 - \$552)

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

**District Goal:** Our district will lose less than 5.3% of its current membership, less than 54.

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#### Action: Encourage new member orientation at club level

**Description:** Improve membership excellence by engaging MD4 Global Membership Team to attend a 4-C1 Cabinet meeting to conduct a 4-hour training. Educate club membership chairperson on how to conduct a new member orientation and how to mentor a new Lion.

**Date Range:** July 2020 – Jan 2021

**Leader(s):** Club membership chairperson, District and Club GLT& GMT, Guiding Lions, Zone Chairperson, Club Presidents, MD4 GMT

**Resources:** Create district promotional video to post on Social media, Video conference calls (Zoom, GoTo Meeting, etc), have regular check in calls, Orientation PPT, LCI New member resources, projector and laptop, LCI website, NAMI Resources, Lions Learning Center

**Budget:** \$78

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#### Action: Pump up the Proud Lion Program & make more Proud Lions

**Description:** Increase member satisfaction by promoting the Proud Lion Program to existing and new members who have not completed their Proud Lion. This will increase fellowship by doing the PLP activities including visitations, inviting a guest, attend a service project, etc.

**Date Range:** July 2020 -June 2021

**Leader(s):** Guiding Lion, District Proud Lion Chairperson, District and Club GLT, District and Club GMT, Region and Zone Chairpersons

**Resources:** Video conference calls (Zoom, GoTo Meeting, etc), Proud Lion Checklist, New member orientation guide, MyLion technology resources, LCI website, District and California Lions website

**Budget:** \$107



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### Action: Vision screen more than 10,000 individuals in a year

**Description:** Engage MD4 Global Service Team to attend a 4-C1 Cabinet meeting to conduct a 4-hour training. Increase the annual vision screening numbers by 10% while working with local business officials, program directors, community members and school nurses. To be conducted at schools, and local public events.

**Date Range:** July 2020 -June 2021

**Leader(s):** District vision screening chairperson, District and Club GST, club vision screening chairperson, Zone chairperson, MD4 GST

**Resources:** Vision screening equipment, local school district and community events, club brochures, membership applications, Local club social media outlets and websites, local schools and public/ community events

**Budget:** \$256

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### Focus Area 4: Support district and club leaders

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#### Action: Increase certified Guiding Lion members

**Description:** Offer Guiding Lion certification at Regional clinics and more frequently throughout the District and promote "Your Club, Your Way" promotion

**Date Range:** July 2020 – June 2021

**Leader(s):** District and Club GLT, Region and Zone Chairpersons, District trainers

**Resources:** Video conference calls (Zoom, GoTo Meeting, etc), Guiding Lion workbook, LCI Guiding Lion webpage and certification program, Lions Learning Center

**Budget:** \$62

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#### Action: Conduct Education & Training in each Region for Clubs

**Description:** Improve member experience by hosting clinics in all 4 Regions and utilize District training material to educate and train Club Membership Chair, Club Global Action Team & Tail Twister, Secretary, Treasurer, Club President.

**Date Range:** Sept 2020 – May 2021

**Leader(s):** District GLT and GMT, Guiding Lions, Region Chairperson, District Leadership team

**Resources:** Video conference calls (Zoom, GoTo Meeting, etc), NAMI Online resources, MyLion Education portal, current experienced club officers, GLT

**Budget:** \$1,200 (\$300 for each Region x4)

May 5, 2020



## Action: Increase attendance and promote Lions Leadership Institute

**Description:** Engage MD4 Global Leadership Team to attend a 4-C1 Cabinet meeting to conduct a 4-hour training. Advertise, improve members experience by encouraging members to attend the California Lions Leadership Institute

**Date Range:** July 2020 -Jan 2021

**Leader(s):** Leadership Institute graduates, District and Club GLT, Club presidents, MD4 GLT, Past District Governors

**Resources:** Video conference calls (Zoom, GoTo Meeting, etc), California Lions Leadership Institute website and brochures, USA/Canada leadership Forum,

**Budget:** \$135