



North America Membership Initiative

District 4-A2 NAMI Plan

1. Enter today's date below by double-clicking in the footer area.
2. The purpose of this document is to identify the actions our district will take to achieve its goals. Goals are numbered below after the headings for focus areas 1 through 3.

Focus Area 1: Rejuvenate districts with new clubs

District Goal 1: Two teams will charter two new clubs this Lion-year, one in Lindsay with 26 Charter members, and one in Bakersfield with 24 Charter members.

Action Prepare for New Club Specialist

Description: assemble a community canvassing team

Date Range: October 2020 Lindsay or after state release from Covid-19 gathering limits.
August 2021 Bakersfield or after state release from Covid-19 gathering limits.

Leader(s): Norm Carpenter and Dean Church for Lindsay; Marco Martinez and David Beeman for Bakersfield

Resources: MD-4 New Club Specialist(s)

Budget: six motel-nights per new club ~ \$600 x2 = ~ \$1,200

Action Provide Guiding Lion Team for New Club

Description: identifying and training Guiding Lions who live nearby

Date Range: late Fall 2020

Leader(s): GLT, GST, RC

Resources: LCI training course for Certified Guiding Lion

Budget: \$ 0

Action Promote Projects of New Club

Description: Use 4-A2 communications to encourage other Lions to visit meetings and projects of new club.

Date Range: winter 2020 and Spring 2021

Leader(s): 4-A2 webmaster, C/S, RC, visitation chair, Guiding Lions

Resources: Constant Contact, web page,

Budget: \$ 0



Focus Area 2: Revitalize clubs with new members

District Goal 2: Our existing clubs will induct 160 new members this Lion year.

Action Add Branch Clubs to Two Existing Lions Clubs

Description: Fresno Hispanic Lions reaching out to other Spanish communities. and Clovis Country Lions reaching out to Sanger

Date Range: summer 2020

Leader(s): Dean Church and Irene Hughes

Resources: LCI Branch Club program descriptions

Budget:

Action Preparing stagnant clubs to welcome new Members

Description: Insert a “spark plug” into the stagnant club as an associate member.

Date Range: Sept 2020 and following

Leader(s): NAMI Champion, DG Team

Resources: Multi-year membership trend data that identifies priority negative growth clubs.

Budget:

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

District Goal 3: Our district will lose no more than 200 members

Action Extend Pre-Schooler Vision Screenings to Communities Unserved by a local Lions Club.

Description: Find groups of PreSchoolers; schedule screenings; train and certify new screeners

Date Range: all year

Leader(s): C/T Jan Beatty

Resources: Charter Oak, Visalia Host, Kings, Parlier, Diwata; MD-4 Kid Sight USA trainers

Budget:



Action Publicize Lions Projects in Communities Unserved by a local Lions Club

Description: Let that community know what Lions do, until they are asking for a Lions Club of their own

Date Range: all year

Leader(s): District Marketing and Communications Chair

Resources: District website and two other district communications platforms

Budget: \$ 0

Action Inspiring stagnant clubs to meet newly recognized needs

Description: Insert a “spark plug Lion” into the stagnant club

Date Range: Sept 2020 and continuing

Leader(s): DG Team, GST + PDG Patel

Resources: Community needs survey

Budget: \$ 0

Focus Area 4: Support district and club leaders

District Goal: Maintain traditional contacts while bringing the other $\frac{2}{3}$ of our district into LCI and post-Covid-19 world of communication.

Action Provide contact opportunities at and beyond quarterly district meetings.

Description: Cabinet members and GAT before and after Dist meetings, plus numerous formal and informal online meetings.

Date Range: all year

Leader(s): DG, C/S, NAMI Champion, Vice-Governors

Resources: individual, club and district Zoom accounts

Budget: \$ 0



Action Include classes for Google Docs and online meetings at District Club Officer Training event(s)

Description: Prepare clubs to receive materials and plans more conveniently; frequent (weekly) updates are easier to deal with than long, detailed instructions; small meetings are less intimidating

Date Range: summer 2020

Leader(s): GLT Roland Reina, RC Lydia Martinez

Resources:

Budget: \$ 0

Action Follow up on Zone meetings and Zone socials

Description: Provide Zone Chairs with excellent examples of Zone Meetings.

Date Range: start summer 2020 and follow up through Zone Student Speaker contest March 2021

Leader(s): PDG Chiragkumar Patel with 4 Region Chairs

Resources:

Budget: \$ 0

Action Connect with Clubs to Provide Training on LCI Reporting Processes

Description: District Leaders will reach out to clubs who are not reporting in the My LCI/MyLion system and offer one-on-one training with club officers.

Date Range: July 2020 through June 2021

Leader(s): GST, C/S, DG Team, GLT Team, ZC

Resources: Hands on practice with actual club data

Budget: \$0