

North America Membership Initiative



District 4 C-4 NAMI Plan

Focus Area 1: Rejuvenate districts with new clubs

District Goal: Our team will charter 2 new clubs on 2020/2021 – The District will also be dropping one club in July 2020.

Action 1: Charter a Traditional Lions Club

Description: Charter a traditional lions club. The GAT Team will be involved in all new clubs that are formed within the District this year.

Date Range: November 30, 2020

Leader(s): GMT Team

Resources: GAT Team

Budget: none

Action 2: Charter a Specialty Lions Club

Description: Charter a Specialty Lions club. The GAT Team will be involved in all new clubs that are formed within the District this year.

Date Range: By March 31, 2021

Leader(s): GMT Team

Resources: GAT Team and District Cabinet

Budget: none

Action 3: The District will drop a Lions Club

Description: The district will drop a lions club. The Campus Club that has 5 members but is not allowed to be on campus. The university stated that they are not allowing any campus clubs that pay dues. The club has no activity for the last Four years and 3 of the members are not students anymore. Two of the membersx will transfer to another active lions club.

Date Range: By July 31, 2020

Leader(s): District Governor

Resources: GAT Team

Budget: none



Focus Area 2: Revitalize clubs with new members

District Goal: Our district will lose no more than 175 members – Over the last 10 years we have lost an average of about 200 members per year.

Action 1: Strengthen Clubs under 20 members

Description: Work with each club to encourage new membership growth and working with larger Lions Clubs to do joint projects with smaller Lions Clubs.

Date Range: July 1, 2020 through June 30, 2021

Leader(s): GAT Team

Resources: GAT Team

Budget: none

Action 2: Support existing Clubs to get new members

Description: Help our existing clubs obtain new members using the District GAT Team to provide clubs on sources for obtaining new members. This is being accomplished through District presentations and visitations.

Date Range: On going – through June 30, 2021

Leader(s): GLT Team

Resources: GAT Team

Budget: none

Action 3: Strengthen our clubs through Service

Description: Provide guidelines and training on service reporting as well as reasons for reporting services. Provide a listing of service projects with little or no personal contact to clubs that are useful in these times.

Date Range: July 1, 2020 through June 30, 2021

Leader(s): GAT Team

Resources: GAT Team and resources from LCI

Budget: none

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

District Goal: Promote service projects within the district. Encourage clubs to do joint projects. Build a stronger mentoring program.



Action 1: Promote inter-club projects within the District

Description: Encourage larger clubs to Mentor smaller clubs by getting smaller clubs to participate in joint projects.

Date Range: July 1, 2020 through June 30, 2021

Leader(s): GAT Team

Resources: GAT Team

Budget: none

Action 2: Encourage new member orientation and mentoring

Description: Provide a district wide training program on club orientation as well as a district wide program on mentoring new members.

Date Range: Training by November 1, 2020

Leader(s): GLT Team

Resources: GAT Team

Budget: none

Action 3: Revitalize our Vision Screening program

Description: Provide training on Vision Screening and the Sight First Program. Promote the vision screening program in our District Provide training for the Youth Protection Program.

Date Range: Training by August 15th for the Youth Protection Program and by end of August for the Sight First Program. Promotion of program throughout the year

Leader(s): GLT for Training GST for promoting program

Resources: GAT Team

Budget: none

Focus Area 4: Support district and club leaders

Action 1: District wide training

Description: Survey the clubs through the Zone chairs to obtain areas of training that the clubs would like to see. Provide ongoing training throughout the year.

Date Range: October 1 for survey by zone chairs. Training all year long.

Leader(s): GLT Team

Resources: GAT Team



Budget: none

Action 2: Provide all Training on the District Web site.

Description: Do all training on internet through ZOOM or GoToMeeting, even if training is in person or in a group. All training will be recorded and presented on the internet so all Lions can review the programs even if they are not able to attend the class.

Date Range: July 1, 2020 through June 30, 2021

Leader(s): GLT Team & GST Team

Resources: GAT Team

Budget: none

Action 3. Encourage personal growth through Lionism

Description: Set up an advertising program throughout the District to promote how you can build on your skills and talents through becoming a Lion and being active in the club and district.

Date Range: July 1, 2020 through June 30, 2021

Leader(s): GST

Resources: DG Cabinet and GAT Team

Budget: \$1,000

Action 4. Provide easy access for all members to access information.

Description: Build a District Library with District presentations and information. Do a TECH workshop on communication, connect ability, service projects, and marketing.

Date Range: July 1, 2020 through June 30, 2021

Leader(s): GST

Resources: GAT Team

Budget: none

NOTE: Our District is one of the smallest in California. Because of the size of our District, all Lions can attend classes or visit any club. This makes training more accessible and contact with all clubs easier. The GAT is also the NAMI Champion, enabling integration of tools, resources, and training. This year GAT (NAMI Champion), GLT, GMT, GST, DG, and VDG (11 members) are a working as a team with a \$4,000 budget for the GAT plus another \$1,000 for promotion and branding. The VDGs are part of the team as what we do this year will have an effect for the next three years. The GAT Team will be meeting on a monthly basis and coordinating all programs and training as most of the programs and training will have an impact on GLT, GMT, and GST.