

North America Membership Initiative



District MD4-A3 NAMI Plan

Focus Area 1: Rejuvenate districts with new clubs

District Goal: Our team will charter two new clubs with 50 new members between the two clubs.

Action

Select two of five geographical areas identified as potential sites for new clubs.

Description:

Population in sites selected will be economical as well as ethnically diverse.

Date Range: July 1, 2020 – May 31, 2021

Leader(s):

District Governor, NAMI Champion, and GMT will work with the District NAMI Team in laying the groundwork for developing the new clubs.

Representative from sponsoring Club

Resources:

LCI member recruitment materials in English and in Spanish along with information relevant to the member application process as well as the information on membership dues.

Budget:

Printed materials: \$35. Refreshments \$100

Action

District Governor along with the NAMI Team will schedule at least two community meetings to do an assessment of the needs of the community and also meet with community leaders to get input from them.

Description:

Governor and NAMI champion will identify two “Guiding Lions” who will be assigned to work with the newly-formed clubs.

Date Range: August 1, 2020 – October 30, 2020

Leader(s):

District Governor, GMT, and NAMI Team

Region and Zone Chairpersons



Resources:

LCI orientation materials and videos intended for community leaders

LCI Guiding Lions Training and certification

Budget:

Meeting Room charge: \$200; printed materials: \$25

Action

Based on community assessment, identify potential members and extend invitation to an orientation meeting at which membership applications will be distributed (and received completed onsite).

First (Charter) meeting will be scheduled and new members inducted by District Governor.

Certified Guiding Lions will be introduced at the meeting.

Select experienced Lions in the area of New Member Orientation to provide training of the new club leaders and membership chair.

Description:

In addition to Guiding Lions attending subsequent meetings, Lions from the sponsoring club will also be encouraged to attend the subsequent meetings in support of the new club.

Date Range: November 1, 2020 – December 31, 2020.

Leader(s):

District Governor, NAMI Champion, and GMT

Region and Zone Chairpersons

Representatives from sponsoring club

Resources:

New Member Orientation Video

Benefits of Lion Membership flyer

Budget:

Room charge: \$200

Refreshments: \$150

Focus Area 2: Revitalize clubs with new members

District Goal: Our existing clubs will induct 125 new members



Action

Identify struggling clubs with less than 15 members who will receive ‘top priority’ by the NAMI Team.

Description

The NAMI Analytical Team will meet with the club leadership and the current “active” members and conduct an analysis of the club

Date Range: October 1, 2020 – November 15, 2020

Leader(s):

District Governor, NAMI Champion, NAMI Analytical Team, GMT, respective Region Chair, Zone Chair, Club President, and Club Membership Chair.

Resources:

LCI Club Analysis materials as well as District’s own analysis instruments

Budget:

Mileage reimbursement for the NAMI Analytical Team \$250

Chart Stand and Chart paper for the NAMI Analytical Team \$150

Action

NAMI Analytical Team will present report of “findings” to the District NAMI Team.

Description:

NAMI Analytical Team will develop “next step” strategies targeting the recruitment of new members for the struggling club.

Date Range: November 15, 2020 – December 15, 2020

Leader(s):

District Governor, NAMI Champion, NAMI Team (including Analytical Team), GMT, respective Region Chair, Zone Chair, Club President, and Club Membership Chair.

Resources:

LCI New Member Recruitment materials

Budget:

None



Action

New Member Recruitment Campaign will be initiated by the Club leadership utilizing the strategies developed by the NAMI Stakeholder Team.

Description:

Club leadership will receive support from the NAMI Team to ensure that the New Member Recruitment Campaign is a success.

Recognize and acknowledge club leadership for implementation of New Member Recruitment Campaign.

Date Range: December 15, 2020 – February 15, 2021.

Leader(s):

Club President, Club Membership Chair, NAMI Team, and GMT.

Resources:

LCI Membership Recruitment materials

Budget:

Mileage reimbursement for GMT and NAMI Team members

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

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

Action

Identify Zones that have experienced the greatest loss of membership in the last year.

NAMI Analytical Team will contact clubs in the specified Zone with the greatest membership loss and examine the reasons why members have left the club. As part of the investigative process, the NAMI Team will assist the club in doing a SWOT Analysis to determine why members are leaving.

Based on the results of the SWOT analysis, the Club President, club officers and the membership will reach consensus on specific strategies that they will take to prevent members from leaving the club.

Description: Club leadership and members will receive training on the use of the SWOT Analysis.

Recognize and acknowledge club leadership for completion of the SWOT Analysis.



Date Range: September 1, 2020 – October 30, 2020.

Leader(s): District Governor, NAMI Champion, NAMI Team, GMT, Club Officers

Resources: LCI NAMI SWOT Analysis material

Budget: Mileage for NAMI Team and NAMI Analytical Team: \$100

Action

Strategic Plan for the clubs identified as losing large number of members will include activities that will change the way the club has been doing things, i.e., Include a program (Guest Speaker) at every meeting that will be motivational in nature to spark interest in club members to perhaps do service for the community.

Encourage cross-sectional meetings in which neighboring thriving clubs could schedule visitations to the target club and vice versa.

Description:

Strategic Plan developed will need to be revisited to make sure that it is being implemented.

NAMI Champion will ensure that the target club is monitored to ensure compliance with their Strategic Plan.

Date Range: January 1, 2021 – March 30, 2021

Leader(s): NAMI Champion. NAMI Team, GMT, Club leadership

Resources:

LCI Webinar on Strategic Planning and Implementation.

Budget: None

Action

Strategic Plan will address those members who are disengaged and no longer have an interest in doing service or getting involved in any club or district activities.

Club leadership will provide activities that are stimulating and fun. These activities will be infused into the regular meetings

Description:

Respective Region and Zone Chairs will monitor club and ensure that “new” activities are being incorporated into the meetings. They will report back to the NAMI Champion.

Date Range: January 1, 2021 – May 31, 2021.

Leader(s):

Club leadership, Region, and Zone Chairs.



Resources:

Periodicals and videos that include group activities designed for making meetings “fun”.

Budget: Periodical, videos and miscellaneous materials:\$100.

Focus Area 4: Support district and club leaders

Action

Traditionally, Club Membership Chairs have not been acknowledged as an integral member of the club’s leadership. And yet, more critical, is that there has been no formalized training offered to Membership Chairs.

The NAMI Team, guided by the NAMI Champion, will develop a virtual training session for Membership Chairs to be delivered via the Zoom Communication system.

Invite experienced leaders in the area of New Club Membership Orientation to provide needed training to Membership Chairs and Club Leadership.

Region and Zone Chairs will be trained on how to deliver this training to “live’ groups of Membership Chairs who do not have access to technology.

Recognize district and club leaders throughout the year for their efforts in membership growth and retention.

Description:

Training Program will be developed by the NAMI Team with the support of the District Governor.

Club presidents will be made aware of the training primarily so that they can support their Membership Chair as they receive the training.

Club Membership Chairs will be surveyed to assess who will be able to fully participate via the Zoom method.

Club Membership Chairs not able to participate via Zoom will be invited to a “live” training session provided by the respective Region and/or Zone Chair.

Membership Chairs not availing themselves of the training offered will receive a phone call from the District Governor.

Date Range: July 15, 2020 – October 15, 2020.

Leader(s): NAMI Champion, NAMI Team, GMT, Region Chairs, Zone Chairs and Club Presidents.

Resources:

LCI Membership materials and videos

Budget: District Zoom License application: \$500 Media equipment: \$400



Action

If NAMI is to succeed, NAMI Team Members will need to receive training so that they fully understand the initiative.

NAMI Team members, as well as Region and Zone Chairs will receive training via Zoom initially.

Formalized training for the NAMI Team, Region and Zone Chairs will take place at the first District meeting.

A general NAMI orientation session will be offered at the first District meeting.

Description:

NAMI Champion will coordinate all NAMI training to be conducted at the first district meeting with the District Governor.

Date Range: July 1, 2020 – September 30, 2020.

Leader(s):

District Governor, NAMI Champion, GAT, Region and Zone Chairs.

Resources:

LCI NAMI Training materials/videos.

Budget: none

Action

A NAMI update will be presented at the Virtual District Meeting conducted on May 23, 2020. Recently appointed NAMI Champion and Team members will be introduced at that time.

Description:

Recruitment of additional NAMI Team Members will take place at the District Virtual Meeting on May 23, 2020.

Date Range: May 23, 2020 – May 30, 2020.

Leader(s):

District Governor, GAT, NAMI Champion

Resources:

District Virtual Meeting Announcement and Published Agenda

Budget: none