

North America Membership Initiative



District 4 C-3 NAMI Plan

Focus Area 1: Rejuvenate districts with new clubs

District Goal: Our team will charter 3 new clubs

Action Start a Branch Club

Description: Start a Branch Club with Byron Delta Lions

Date Range: July 1, 2020 to December 31, 2020

Leader(s): GMT Linda Barbara

Resources: LCI Guidelines

Budget: \$0

Action Transition existing Lioness Club to new Lions Club

Description: Work with Martinez Lioness to transition to a new Lions Club

Date Range: January 2, 2021 to June 30, 2021

Leader(s): GMT Barbara Chambers / Lion Linda Barbara

Resources: Existing Club Officers

Budget: \$0

Action Conversion from Leos to Lions Cyber Club

Description: Work with the District Leo Committee to prepare our Leos to make the transition to a Cyber Lions Club rather than lose them. Join like minded Leos to unite and incorporate other young people to band together to do service and share ideas.

Date Range: July 2020 to June 2021

Leader(s): PCC Denny Grotrian and 4C-3 Leo Committee and Leos

Resources: My Lion, Skype, Zoom, Facebook, Twitter, Instagram

Budget: \$300



Focus Area 2: Revitalize clubs with new members

District Goal: Our existing clubs will induct new members (to end with a plus 2)

Action Motivate clubs through membership training

Description: Provide club officer training to all club officers. Orientation at the club level for all clubs

Date Range: May 2020 to December 2020

Leader(s): District GAT (GLT Maureen Powers, GMT Barbara Chambers, GST Raymon Oliver)

Resources: Posters, Brochures, LCI presentations

Budget: \$500

Action Rebuild clubs in crisis

Description: Each Zone Chair (6) to identify their weakest club. District Leadership Group will work with those clubs to give them more visibility in their communities assisting them with a fundraiser and community service project.

Train and install guiding lions to support actions with crisis clubs and new clubs.

Date Range: July 2020 to June 2021

Leader(s): Zone Chairs and Established Crisis teams

Resources: SWOT Analysis for clubs

Budget: \$800

Action Strengthen our foundation through service

Description: Provide guidelines and training on service reporting and reasons for reporting. Outline service projects within the five pillars of Lions. Support clubs with a community assessment. Initiate a service reporting contest.

Date Range: May 2020 to July 2021

Leader(s): GST Raymon Oliver

Resources: LCI

Budget: \$200



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

District Goal: Retain more members, keep drops less than 100.

Action District Fair

Description: Have a District Fair at Installation of Officers. Allow all clubs to put up a booth or table and showcase who they are.

Date Range July 2020

Leader(s): DGE Bill Ridle

Resources: N/A

Budget: \$400

Action Safe/Social Gatherings

Description: Promote social gathering between Clubs and Zones. Install and encourage on-line gatherings between clubs and zones. Fun events that can increase enthusiasm in Lions Activities. Zoom Parties

Date Range: July 2020 to June 2021

Leader(s): Governor Team

Resources: On-line programs

Budget: \$200



Focus Area 4: Support district and club leaders

Action Leadership Training District

Description: Training of District Officers, Zones, GAT, and Club Presidents

Date Range: May 1, 2020 to July 30, 2020 / May 1, 2021 to July 30, 2021

Leader(s): GLT Lion Maureen Powers, 1st VDGE James Varghese

Resources: On-line training, My LCI, Available Videos and Brochures

Budget: \$0

Action Leadership Training Multiple District

Description: Encourage and provide a path to both MD-4 and LCI Leadership Training. Establish Scholarships for club and district leaders to advance. Work with MD-4 GAT to do on-line training at the District Level.

Date Range: May 2020 to June 2021

Leader(s): 4 C-3 GAT, MD-4 GAT

Resources: N/A

Budget: \$1,000