

North America Membership Initiative



District 4-C6 NAMI Plan

Focus Area 1: Rejuvenate districts with new clubs

District Goal: Our team will charter 3 new clubs

Action - Create a Cyber/Virtual Lions Club for Graduated LEO's

Description: Contact graduating LEO's and invite them to join a New Lions Club!

Date Range: May 1, 2020 – June 30, 2020

Leader(s): Liz Crooke and LEO District Officers

Resources: LEO to Lion Program

Budget: \$0

Action - Transition Existing Lioness Club to a New Lions Club

Description: Work with Soledad Lioness to transition to a New Lions Club.

Date Range: July 1, 2020 – August 30, 2021

Leader(s): Liz Crooke, Jeanine Healy

Resources: Lion Donna Prince

Budget: \$0

Action – Reinstate the Hope Services Lions Club

Description: Use existing plan to reinstate the Hope Services Lions Club.

Date Range: Sept 1, 2020 – October 31, 2020

Leader(s): DG Rick Silveria, PRC Jeanine Healy, CS Judy Froom

Resources: Existing plan that had to be put on hold due to coronavirus.

Budget: \$0



Focus Area 2: Revitalize clubs with new members

District Goal: Our existing clubs will induct 2 new members each for 2020-2021 Lions Year.

Action - Start a New Member Contest for all Clubs

Description: Club that adds the most, new members by 12-31-20 wins a dinner cooked and served by the DG Team and GAT.

Date Range: 7-1-2020 to 12-31-2020

Leader(s): PRC Jeanine Healy, PCC Liz Crooke

Resources: San Martin Hall

Budget: \$400

Action - Educate Clubs on the benefits of a Branch Club

Description: Provide training to all interested clubs on the process and benefits of starting a Branch Club.

Date Range: 7-1-2020 to 6-30-2021

Leader(s): GAT, DG Team

Resources: Training Sessions, Cabinet Meetings, ZC/RC Meetings, Zoom Meetings and Club Visits

Budget: \$0

Action - Creation of a “Membership Event Planning Guide”

Description: District will create a plan to include suggestions for marketing, guest speakers, ways to promote your club and tips to follow up with attendees.

Date Range: 7-1-2020 to 6-30-2021

Leader(s): 1st VDG Linda, Lion Kevin Johnson

Resources: District Projects, California Lions Projects, Marketing Guides, Sign in Sheets, Tips on how to follow up with attendees

Budget: \$0



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

District Goal: Our district will lose no more than 150 members in the 2020-2021 Lions Year

Action - Facilitate Discussions at the Club Level on Current and Potential Service Projects and Ways to Celebrate Their Success

Description: Lion Leader is asked to visit a club and facilitate a discussion on the club's current service projects and ideas the members have for new service projects. Second part is to facilitate a member discussion on how they will celebrate their success following their service project.

Date Range: 7-1-2020 to 6-30-2021

Leader(s): DG Team, GAT and other District Leaders

Resources: List of existing successful projects in our District and contact information to learn more about them.

Budget: \$0

Action - Complete a List of Successful Projects in our District

Description: Complete and provide to clubs as a resource a list of all the successful service projects in our District to include contact information for the club sponsoring that project.

Date Range: 5-1-2020 to 6-30-2020

Leader(s): 1st VDG Linda Pugliese, 2nd VDG Allen King

Resources: District Directory

Budget: \$0

Action - Hold a Large District Service Project, followed by Fellowship

Description: To get our Lions back into working together and celebrating together, hold a well attended service project (Almaden Super's Backpacks for Kids) and a Lions bar-b-que to follow.

Date Range: Whenever we are allowed to gather, post covid19.

Leader(s): Almaden Super Lions Club, Lion Kevin Johnson

Resources: Backpack project, Food.

Budget: TBD



Focus Area 4: Support district and club leaders

Action - District Leaders Available to Visit Clubs and Facilitate Orientation, SWOT Analysis, Healthy Club Survey, Club Retreat, etc.

Description: Offer Clubs the opportunity to hold one (or more) of the above workshops to be facilitated by a District Leader

Date Range: 7-1-2020 to 6-30-2021

Leader(s): DG Team, GAT, Other District Leaders

Resources: Orientation program, SWOT Analysis plan, Healthy Club Survey, etc.

Budget: \$0

Action - Monthly Zoom Meetings with District Team/GAT and Region Chairs and Zone Chairs to learn status of clubs.

Description: Monthly Zoom meeting with the above Lions to review the challenges, successes of all the clubs in the District. RC's & ZC's will be using the "Club Report Card" to gather information on the club's strengths and weaknesses. District Leaders will reach out to the clubs whose "score" indicates that they need help and provide District resources.

Date Range: 7-1-2020 to 6-30-2021

Leader(s): PRC Jeanine Healy and 1st VDG Linda Pugliese will be designing the Report Card

Resources: Club Report Card, Zoom

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 LCI system and offer one on one training with club officers.

Date Range: 7-1-2020 to 6-30-2021

Leader(s): District Leaders

Resources: You-tube, Other available LCI reporting information.

Budget: \$0