

# North America Membership Initiative

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## District 4-C2 NAMI Plan

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### Focus Area 1: Rejuvenate districts with new clubs

**District Goal:** Try to have a new club increase of 2.

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#### Action: Try to get the remaining 4 Lioness clubs to become Lions Clubs

**Description:** We have 4 remaining Lioness Clubs and we are going to work on them becoming Lions Clubs before the 6/30/21 end of the Lioness Program.

**Date Range:** July 2020 to June 2021

**Leader(s):** District Governor, First Vice District Governor, Second Vice District Governor

**Resources:** Visit each Lioness Club and explain what the future for them as a Lioness Club is and try to get them to convert to a Lions Club.

**Budget:** None

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#### Action : Create new clubs in areas where old clubs used to be.

**Description:** Go to Cities that used to have Lions Clubs talk to Business Leaders and see if we can find a new interest to start a New Club.

**Date Range:** July 2020 to June 2021

**Leader(s):** District membership Chair, District GAT Team, Region and Zone Chairpersons

**Resources:** New member current recruitment on LCI website, brochures.

**Budget:** None

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#### Action: To get people in communities who are interested in helping their community.

**Description:** Find individuals in a given community who wish to improve their community through service and helping others.

**Date Range:** July 2020 to June 2021

**Leader(s):** Membership Chair, GAT Team.

**Resources:** Lions recruitment material.

**Budget:** None



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## Focus Area 2: Revitalize clubs with new members

**District Goal:** Try to get new membership for existing clubs.

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### Action: Support our existing clubs to get new members

**Description:** Help our existing clubs to get new members by using the District GAT team to teach them how to recruit new members,.

**Date Range:** July 2020 to June 2021

**Leader(s):** Club members, district membership chairperson, GAT Team, PDG's.

**Resources:** Use LCI Social Media, Brochures. Hand out membership apps with information about the club and who to contact for more information.

**Budget:** NONE

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### Action : Have membership drive during club projects.

**Description:** When clubs hold project, do a membership drive at the same time.

**Date Range:** July 2020 to June 2021

**Leader(s):** Club members working on the project. Region and Zone Chairman.

**Resources:** Club members talk to people who are attending the project to see if they would be interested in joining their club.

**Budget:** NONE

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### Action: Keep existing club members interested

**Description:** Hold projects, club socials with spouses, have good speakers at club meeting to keep older members interested in club activities.

**Date Range:** July 2020 to June 2021

**Leader(s):** Club President, Zone Chairperson, District Governor, FVDG, SVDG, District Membership Chairperson, GAT Team.

**Resources:** Club meetings, Zone meetings, Dist Governors visits, Cabinet Meetings

**Budget:** None

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

**District Goal:** Our district will lose no more than( **not willing to state a number**) members



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**Action : Have new member orientation in each region twice per year**

**Description:** Improve member interest and keep new members more involved by having Region orientations held in each region twice per year. Review how a club operates and how a district-multiple district and LCI operates. This information is not only good for new members but also good for existing members.

**Date Range:** July 2020 to June 2021

**Leader(s):** PDG's

**Resources:** Use LCI resources available. Expertise of the PDG's

**Budget:** NONE

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**Action : Promoting interaction between clubs in the District.**

**Description:** Promote inter club visitations and working on projects together, Promote Top Club awards during the year. Promote Lion of the Year for District.

**Date Range:** July2020 to June 2020

**Leader(s):** District Awards Chairperson, GAT Team, DG, FVDG, SVDG, Zone and Region Chairperson, Total Club Membership

**Resources:** Cabinet Meetings, DG, FVDG, SVDG Visits to clubs.

**Budget:** NONE

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**Action : NONE AT THIS TIME**

**Description:**

**Date Range:**

**Leader(s):**

**Resources:**

**Budget:**

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**Focus Area 4: Support district and club leaders**

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**Action: Support District and Club Leaders by attending meeting.**

**Description:** Get as many members as possible to attend District Cabinet Meeting. Promote 100% attendance in clubs. Have all committee people do the job and turn in reports for the year.

**Date Range:** June 2020 to July 2021

**Leader(s):** All District personnel, Club President

**Resources:** ?



**Budget:** NONE

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**Action :Conduct Training Classes at Cabinet Meetings.**

**Description:** Draw peoples interest by conducting training classes ar Cabinet Meetings. You can have a Presidents and Secretary forum, Student Speaker Forum, etc.

**Date Range:** June 2020 to July 2021

**Leader(s):** DG, FVDG, SVDG, GAT Team.

**Resources:** All information available from LCI that you could use for forums.

**Budget:** NONE

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**Action ;NONE AT THIS TIME**

**Description:**

**Date Range:**

**Leader(s):**

**Resources:**

**Budget:**