

North America Membership Initiative



District 4L4

Note: All instructional paragraphs, like this one, can be deleted.

- 1. Enter your district number above by double-clicking in the header area.*
- 2. Enter today's date below by double-clicking in the footer area.*
- 3. The purpose of this document is to identify the actions your district will take to achieve its goals. Enter your goal numbers below after the headings for focus areas 1 through 3.*
- 4. Sections are allocated below for three Actions to support each focus area. Your plan may have fewer or more actions. Copy and delete sections as needed to achieve your goals.*
- 5. Enter the information about each of your actions, including a:*
 - Unique **action** name. For example: "Charter Specialty Club," "Sponsor District-wide Service Activity" or "Hold Club Growth Webinar".*
 - Brief **description**. For example: "Train and mentor eight Guiding Lions through bi-monthly webinars." Specifics, like numbers of Lions, clubs, or activities help to clearly communicate what is to be done.*
 - **Date range** that includes time for planning and follow up. For example: "August – March".*
 - **Leader(s)**, the key individual(s) who will do the work to complete the action.*
 - Key **resources** that will be used execute this action. For example, "New Member Orientation video and Benefits of Lion Membership flyer" or "District webinar system."*
 - **Budget**, which is an estimate of the total cost and a breakout of the major elements. For example: "\$240 (booth space \$100, banner \$100, giveaways \$40)" or "\$425 (room charge \$200, refreshments \$200, printed materials \$25)".*
- 6. Completed plans should be shared with your Council Chairperson and MD GAT for review. (Single districts that are not part of a multiple district should share their plan with their GAT Area leader.) These leaders can provide valuable support for plan implementation.*

Focus Area 1: Rejuvenate districts with new clubs

District Goal: Our team will charter 2 new clubs with a total of 40 charter member (20 + 20)

Action Create an Omega Leo Cyber Cub

Description: Contact graduating Leos and invite them to transfer their membership to an Omega Leo Cyber Club to continue their Lin involvement through service and fellowship events.

Date Range: May 1, 2020 – June 1, 2021

Leader(s): Scott Quinlan, Incoming Campus/Cyber Club Chairman, Corina Van de Pol. Campus Cub Zone Chair and Cyndee Quan, District Leo Chair.

Resources: On line/technology knowledge of leaders, LCI material (Leo to Lions program)



Budget: \$1200 Budget line has been placed in District budget for NAMI/GAT projects.

Action Create a branch club for our current Santa Ana Host Club

Description: Working with 'geographically' neighboring clubs, create a branch club with the historical Santa Ana Host club that would meet at a different day/time/location

Date Range: July 1, 2020 – June 1, 2021

Leader(s): GMT/NAMI Champion, GST, reps from neighboring supporting club, PDG Ellen

Resources: NAMI membership growth and service materials.

Budget: NAMI/GAT budget line in 4L4 budget.

Action Conduct a District Survey on potential new club/branch club sites/timing.

Description: Conduct a multi-format survey of existing clubs seeking information on suggested neighboring sites for new clubs/branch clubs.

Date Range: July 1, 2020 to June 1, 2021

Leader(s): GMT/NAMI Champion, Zone Chairs

Resources: NAMI/GAT budget line in 4L4 budget.

Budget:

Focus Area 2: Revitalize clubs with new members

District Goal: Our existing clubs will induct 85 new members

Action Hold a series of Zone level NAMI meetings

Description: Conduct a series of Zone level NAMI meetings to explain to the membership what the NAMI program is, the goals we have for it, and the benefits we will derive from it.

Date Range: July 1, 2020 – June 1, 2021

Leader(s): GMT/NAMI Champion, Zone Chair people, GLT

Resources: Projector and lap top, NAMI thumb drive

Budget: NAMI/GAT budget line in district budget

Action Member/Club Recognition and Awards

Description: Making use of District meetings and publications, highlight the 'stories' behind new Lions joining, the efforts of their sponsors, and set up a system of rewards for "%" growth.

Date Range: July 1, 2020 – June 1, 2021



Leader(s): GMT/NAMI Champion, Distr. Sec. Governor Team

Resources Existing district meeting and publications

Budget: NAMI/GAT budget line in District budget.

Action Create a “Membership Event” planning guide.

Description: Create a guide based on the past experience of clubs which have already held these kinds of events. Highlight the areas of preparation, club involvement, the event itself and follow-up.

Date Range: July 1, 2020 to June 1, 2021

Leader(s): GLT, reps from Orange County Central Lions and La Habra Host Lions

Resources: Access to technology, technology skills.

Budget: NAMI/GAT budget line in district budget.

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

District Goal: Our district will lose no more than 70 members

Action Create a ‘service-project’ notebook

Description: Create a basic form for clubs to fill out giving the ‘basics’ of the service project they have just completed (the resources, personnel, time, funds, etc.) These ‘write-ups’ are then sent to the GST and Dist. Sec. and are made available to other clubs seeking out projects of their own.

Date Range: July 1, 2020 to June 1, 2021

Leader(s): GST, Dist. Sec, club service project coordinators

Resources: Creation of form, a ‘filing’ system

Budget: NAMI/GAT budget line in District Budget

Action Bring Lions ‘on-board’ with a District-wide project that clubs of all sizes can participate in.

Description: Using the Christmas Soldier project of Chino Valley, involved 80% of our clubs in producing ‘Christmas bags’ to deliver to 1000 service men and women who must remain ‘on base’ during the Christmas holidays.

Date Range: July 1, 2020 to Feb. 1, 2021

Leader(s): Christmas Soldier Team, GST

Resources: Bags for the project (Drew), items gathered by clubs.



Budget: Donation of items/funds from individual Lions/clubs in putting the bags together.

Action Zone level 'fun and fellowship' events at least twice a year.

Description: Individual zones will gather Lions from their clubs in 'fun and fellowship' program to be decided on by Zone chairs and club presidents. Emphasis on invitations to all current and potential members.

Date Range: July 1, 2020 to June 1, 2021

Leader(s): Zone chair people and club presidents

Resources: To be borne by participants.

Budget:

Focus Area 4: Support district and club leaders

Action Create a 'technology' team

Description: Recruit and develop a 'tech savvy' team of Lions who will be able to make their services available to individual Lions (secretaries, service chairs), clubs, and district leaders. Through one-on-one interaction and small group trainings, the team will guide people through the use of technology (including reporting) to enhance their Lion service.

Date Range: July 1, 2020 to June 1, 2021

Leader(s): GLT, Communications Chair, District Secretary, District Treasurer, members of Campus and Leo Clubs.

Resources: 'Tech' savvy Lions, wifi access, laptops.

Budget: NAMI/GAT budget line in District budget.

Action Monthly Zoom meeting with Cabinet

Description: Monthly Zoom meetings with pre-sent agendas, held throughout the Lion year. Information/sharing from the Governor and GAT leaders along with time for reporting from and questions by Zone chair people and other cabinet members.

Date Range: July 1, 2020 to June 1, 2021

Leader(s): Governor, all cabinet members

Resources: Access to Zoom

Budget: NAMI/GAT budget line in District budget.



Action Support (personal/financial) and encouragement of attendance at Lion training events at all levels.

Description: Lions will be encouraged and recruited to take advantage of all the wide-variety of Lion training events throughout the year. This includes those put on by the district, MD4 and LCI. This includes “in person” and “on-line” training.

Date Range: July 1, 2020 to June 1, 2021

Leader(s): GLT, Governor team, Zone chairs,

Resources: Programs planned by the District Leadership and provided by others at the MD4 and LCI level.

Budget: Leadership training funds.