

# North America Membership Initiative

---



## District 4-A1 NAMI Plan #65572

---

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

**District Goal:** Our team will charter 5 new clubs: 2 traditional clubs, 2 cyber clubs, 1 specialty club by June 2021.

District 4-A1: DG Marilyn Richardson, NAMI District Champion PDG Claudia Miller, 1<sup>st</sup> VDG Gabrielle Hartzler, 2<sup>nd</sup> VDG Doug Campbell, GMT PCC Logan Mc Kechnie, GLT PCC Don Gall, GST Shirley Medeiros, PP Gabrielle Deubert, Lion Amanda Baptista, CS Susan Newman, PCS Susan Gall, PDG Kent Christensen

---

### Action Chartering a new traditional Lions Club in Manteca, California

**Description:** The District partnered with The City of Manteca in November 2019 conducting an eyeglasses drive which provided an opportunity to develop a club in Manteca. [See Appendix A]

**This is what the plan was when things were shut down.** Meeting with El Concilio. Join the Chamber of Commerce, follow up on leads, with 3 individuals wanting to start a Club canvass individuals they have identified, and visit churches to obtain potential leads. Advertisement in the local paper and digital news are needed. Follow up with the contacts identified is important: widows group at American Legion Hall, veterans, realtors and chamber. Number of anticipated members is 25 to 30. City Attorney Rotarian John Brenton (Elisa Coyle uncle) is a potential person to provide leads. The District will have to reassess where we are when the shutdown ends while moving forward.

**Date Range:** As soon as shelter in place is lifted. February 2020 – December 2020

**Leader(s):** DG Claudia, GMT Logan

**Resources:** Brochures, poster and fliers (completed) LCI power point, New Member Orientation, Guiding Lions Resources

**Budget:** \$200 (advertisement) \$125 Chamber of Commerce (non-profit)



---

### Action Chartering a new Cyber Lions Club in District 4-A1 (Camp Pacifica)

**Description:** Develop a Specialty Cyber Club focused on supporting Camp Pacifica and camp for children with disabilities. Intend to reinstitute the Yosemite Lions Club charter with a name change - Yosemite Camp Pacifica Lions Club. Have received a \$100 donation. Currently have lots of applications out. Have received 13 applications (as of May 7, 2020), 5 are pending, and are working to get 25. Requesting Lions in 4-A1 to suggest names of people who might be interested in joining such a Club.

**Date Range:** April 2020 – June 2020

**Leader(s):** PCC Logan

**Resources:** new club chartering, LCI materials

**Budget:** TBD

---

### Action Chartering a new Cyber or Traditional Specialty Deaf/Hearing Impaired Lions Club

**Description:** Explore the viability and potential to develop a Cyber or Traditional Specialty Club for the deaf and hearing impaired by identifying potential members within the deaf community throughout the District and California. Camp Pacifica has a new camp director. Both she and her husband are deaf or hearing impaired. Will follow same process being used to develop the Cyber Camp Pacifica Specialty Club.

**Date Range:** May 2020 – June 2021

**Leader(s):** PCC Logan

**Resources:** LCI specialty club and other resources for recruiting new members

**Budget:** Up to \$300 depending on availability

---

### Action Chartering a traditional Sikh Specialty Lions Club in Merced County

**Description:** District 4-A1 has significant Sikh communities in Merced, Stanislaus, and San Joaquin Counties. Currently there are no Specialty Clubs in District 4-A1. The District has identified Merced to develop this Club. The District will ask for assistance from District 4-A2 and 4-A1 Lions to obtain introductions into the Indian community in Merced. A core team will need to



be identified to work on this project leaders and introduce Lions Clubs. The Club Development Team will meet with leaders and identify community needs. District 4-A1 Lions will attend community events to become familiar with the community and needs.

**Date Range:** July 2020 – June 2021

**Leader(s):** DG Marilyn Richardson

**Resources:** LCI specialty club and other resources for recruiting new members

**Budget:** Up to \$400

---

### Action **Chartering a New Traditional Specialty Veterans Lions Club in Modesto**

**Description:** Stanislaus County has 27,000 veterans. Modesto is the 17<sup>th</sup> largest city in California and is a hub for many veterans' services for the surrounding area. Contact Veterans in the Modesto area and Veteran organizations. Identify potential leaders and members. Identify a meeting location. Advertise in digital and local papers. Canvass veteran organizations.

**Date Range:** May 2020 – June 2021

**Leader(s):** Gabrielle D

**Resources:** LCI resource materials personalized for veterans [poster, fliers, applications, etc], LCI Specialty Club Specialist, Veterans (Kevin Guess C4 – vets club, Peninsula East Palo Alto, C6 Fort Ord homeless vets Monterey Transitional, Los Gatos Lions contact) other Vet Lions Clubs

**Budget:** Up to \$500 depending on availability



---

## Focus Area 2: Revitalize clubs with new members

**District Goal:** Our existing clubs will induct 150 new members

District 4-A1: DG Marilyn Richardson, NAMI District Champion PDG Claudia Miller, 1<sup>st</sup> VDG Gabrielle Hartzler, 2<sup>nd</sup> VDG Doug Campbell, GMT PCC Logan Mc Kechnie, GLT PCC Don Gall, GST Shirley Medeiros, PP Gabrielle Deubert, Lion Amanda Baptista, CS Susan Newman, PCS Susan Gall, PDG Kent Christensen

---

### Action Promote Zone and Region Service Projects throughout District 4-A1

**Description:** Will hold a minimum of 2 Joint Service Projects in each Zone and / or Region this Lions Fiscal Year 2020-2021. Zone and Region Chairs will work together with Clubs to identify hands-on service projects the Clubs can work together highlighting Lions Clubs and service. Will arrange for PR and PSA of service projects. Will provide information tables and resource materials at each service project.

**Date Range:** May 2020 – June 2021

**Leader(s):** 2<sup>rd</sup> VDG Doug

**Resources:** LCIF grants and CLF grants, :CO Service Project Planning, MyLion Planning Tool and MyLion Invitation Tool

**Budget:** \$1000 if available

---

### Action Promote and recognize Lions and Clubs recruiting new members

**Description:** District Leaders will recognize and encourage Sponsors and New Members, and Club Presidents and Club Membership Chairs monthly with personal phone calls, texts and emails. District Leaders will recognize Clubs, Sponsors, and New Members at District meetings, in Newsletter quarterly, and at Convention. District Leaders will recognize Club with increased membership from start of year at District Meetings. New Members will be encouraged to attending District Meetings, virtual and traditional trainings, connect to District Newsletter, and connect to MyLion, and LCI through the New Member Guide. New Lions will be invited to join the Young Lions Advisory Team as appropriate. Offer and provide training and assistance to Clubs and Lions interested in recruiting new members.



**Date Range:** July 2020 – June 2021

**Leader(s):** DG Marilyn, GMT and GMT committee members

**Resources:** Global Lions Forum, LCI member resources, Cabinet members

**Budget:** TBD

---

**District Leaders will encourage, visit, and assist Clubs below 20 to grow their membership.**

**Description:** District Leaders will encourage club visitations, smaller clubs to join together to hold service projects. District Leaders will ask the smaller clubs to create a service project and allow the DG team to help provide Lions from other Clubs to help. District Leaders will work with Clubs to encourage them to invite smaller clubs to help with service projects. District Leaders will encourage and ask smaller Clubs to host a program, fund raiser or fellowship event and invite other Clubs, Lions and potential members. DG Team will create and execute a traveling visitation group made up of multiple club members and set a schedule, similar to the DG visitations but focus only on small clubs.

**Date Range:** July 2020 – June 2021

**Leader(s):** DG Team

**Resources:** MyLion, Directory, GMT, NAMI Team, LCI member resources

**Budget:** TBD

---

**Action Will generate and provide Clubs with ideas to recruit new members**

**Description:** Identify potential service projects and strategies to help clubs try new ways of recruiting New Members. Share ideas monthly through the newsletter, Facebook, and email blasts. Make phone calls to individual Lions who are actively recruiting new members to mine their strategies. Encourage monthly meetings with Club Membership Chairs to share information, encourage recruiting and membership events. District Leaders will ask Zone and Region chairs to participate and attend as many zone events. Zone and Region Chairs will ask District Leaders to participate and attend Zone and Region activities.

**Date Range:** July 2020 to June 2024

**Leader(s):** Doug Campbell, GST, GLT, GMT, MD4 GST Team



**Resources:** LCI Membership resources, MD4 GST Team, Clubs

**Budget:** TBD



---

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

**District Goal:** Our district will lose no more than 275 members

District 4-A1: DG Marilyn Richardson, NAMI District Champion PDG Claudia Miller, 1<sup>st</sup> VDG Gabrielle Hartzler, 2<sup>nd</sup> VDG Doug Campbell, GMT PCC Logan Mc Kechnie, GLT PCC Don Gall, GST Shirley Medeiros, PP Gabrielle Deubert, Lion Amanda Baptista, CS Susan Newman, PCS Susan Gall, PDG Kent Christensen

---

#### Action Implement new service project(s) throughout District 4-A1

**Description:** This project was initiated in February 2020 to determine interest of small and under 20 Clubs. It has been put on hold due to the shutdown. Once we are in a position to begin implementation the project will be restarted.

District Leader will write and submit Community Impact Grant to LCIF for oral hygiene and tooth brushing targeting children K-12 years, adult diabetics, and children with cancer. District Leaders will solicit Club participation 1) ask small Clubs under 20 first, ask small and medium Clubs 2<sup>nd</sup>, and 3) ask large Clubs 3<sup>rd</sup>). Identify Lion dentists for support. Prepare printed material and work with Clubs to implement program. Monitor grant and complete within 6 months. Set up information and system so Clubs can easily continue service project in their area.

**Date Range:** June 2020 – July 2021

**Leader(s):** Claudia Miller, Eric Cheung and Robin Brown, Liz Bockhop, GST and GLT

**Resources:** Community Impact Grant LCIF \$2,000 to \$3,000.

**Budget:** Up to \$300

---

#### Action Hold 4 District 4-A1 social / service events throughout the year to build fellowship and further develop Lion(s) networking.

**Description:** The District will organize and hold 2 to 4 social / service events during the Lions FY to build fellowship with Clubs and Lions throughout the District. The District Governor will work with members of the Cabinet to determine locations, dates and type of event. The events will be advertised through the monthly newsletter, e-blasts, fliers, and invitations.

**Date Range:** July 2020 – June 2021



**Leader(s):** DG Marilyn

**Resources:** LCI Event Planning, MyLion Planning and Invitation

**Budget:** TBD

---

**Action** Hold an annual new member night

**Description:** The District will hold a social event to recognize and honor new members from the prior year. This may be the first Lions event new members have attended outside of their own club. Special recognition will be given to Sponsors and Clubs that brought in these new Lions. Event to be promoted by all Clubs in the District.

**Date Range:** October 2020 – June 2021

**Leader(s):** DG Team and GMT Logan

**Resources:** Monthly Club Health Assessment, Directory, New Member Reports (MyLCI)

**Budget:** TBD

---

**Action** Hold a hands-on service project cleaning glasses in District 4-A1.

**Description:** District 4-A1 collects thousands of eyeglasses throughout the year. To bring Lions in the District together we will hold an eyeglasses cleaning service day. District Leaders will work with Lions In Sight to determine how to set up this project at a selected location in District 4-A1. District Leaders will determine the logistics of this service project and advertise it through the district newsletter, e-blasts, fliers, and other media. Non-Lions will be invited to participate in this hands-on service project.

**Date Range:** July 2020 – June 2021

**Leader(s):** PDG Kent

**Resources:** Lions in Sight and Doctor contact through 1<sup>st</sup> VDG Gabrielle

**Budget:** TBD





---

**Action** District 4-A1 will determine various media methods of raising awareness of Lions Clubs throughout the district and implement at least one viable idea this year

**Description:** District Leaders will research and identify at least one viable media option to raise awareness of Lions Clubs throughout the district. A grant from LCIF and/or other sources will be explored, written and submitted to fund the awareness project. The District Leaders will be responsible for implementation and dissemination of chosen media to all Clubs.

**Date Range:** May 2020 – June 2021

**Leader(s):** GMT Logan, 1<sup>st</sup> VDG Gabrielle, PCC Don

**Resources:** LCIF Grants for PR, MD4 Marketing and Communication Committee, other grant sources

**Budget:** TBD

---

## Focus Area 4: Support district and club leaders

---

**Action** Provide training on MyLCI and MyLion to Club Officers – Presidents, Secretaries, Treasurers, LCIF, Membership, Service Chair

**Description:** Provide annual club officer training. Send new release information to Club Secretaries regarding MyLCI and MyLion. Offer and provide training to Club Secretaries, Club Service Chairs and Club Administrators as needed. Reach out to Clubs not reporting and offer one on one training with club officers and assist them in identifying work arounds to the challenges they are experiencing.

**Date Range:** July 2020 – June 2021

**Leader(s):** Cabinet Secretary, DG Marilyn and those that Marilyn identifies

**Resources:** LCI training materials, LCI staff, and District Lions identified by DG Marilyn and Cabinet

**Budget:** TBD



---

**Action** Inform Lions about Leadership Training available within District, MD4, LCI, USA Canada Forum, Lions University, Lions Learning Center

**Description:** District Leaders and the GAT will encourage and promote attendance at learning opportunities. District Leaders will continue to identify potential leaders and provide such names to the District Governor and GAT to add to the Potential Leaders List. The Potential Leaders List will be used to identify Lions who may be interested in participating in various activities during the year. District Leaders are encouraged to attend Leadership Graduations at the MD4 and International events. The District Leaders will work together to find opportunities for graduates to assume leadership roles within the district. The District Governor Team and GAT will hold at least one Leadership Lunch meeting. The District Governor will ask graduates to share their experience at leadership training(s) with district Lions and Clubs. District 4-A1 will provide up to \$150 to Lions attending the MD4 Leadership Institute or ALLI for the first time for up to 10 Lions.

**Date Range:** May 2020 – July 2021

**Leader(s):** GLT, DG, Zone Chairs, Region Chairs

**Resources:** PDG Claudia Miller, LCI, MD4, and District GLT

**Budget:** See Annual Budget

---

**Action** Lunch on Us at District Meetings

**Description:** Lions and Leaders will watch for and recognize individual efforts at District Meetings. Lions can be nominated by leaders or peers and five Lions will be selected to receive Lunch Bucks redeemable for lunch at the next District Meeting.

**Date Range:** July 2020 – June 2021

**Leader(s):** 2<sup>nd</sup> VDG Doug, Zone and Region Chairs

**Resources:** Zone and Region chairs

**Budget:** \$200-\$300

---

**Action** Provide virtual short trainings on “Hot Topics” for Lions throughout the District.

**Description:** Leaders will talk to members to find out what types of topics they would to hear and identify “Hot Topics” and interests of members. The team will regularly provide short



training and informational meetings based on member input for the district, regions, zones, clubs and Lions. Using virtual technology to communicate will expand club and Lions engagement throughout the District.

**Date Range:** May 2020 – July 2021

**Leader(s):** PDG Kent, DG Marilyn, GMT Logan

**Resources:** E-blast, YouTube, Instagram, Zoom, Go To Meeting, Ring Central

**Budget:** TBD

---

**Action** The District will provide training to Cabinet members, leaders and Lions throughout the district to use various types of virtual and social media.

**Description:** District Leaders will provide classes throughout the district on how to use various social media platforms and effective strategies for communicating with members, promoting Lions clubs, activities and outreach to Lions and the general public.

**Date Range:** May 2020 – July 2021

**Leader(s):** PP Gabrielle Deubert , DG Marilyn

**Resources:** DG Team, YouTube videos, LCI videos, (Instagram, YouTube, Zoom, Facebook etc)

**Budget:** \$300

---

**Action** Establish a Young Lions Advisory Group to assist the DG and NAMI in identifying and meeting the needs of younger Lions in the District.

**Description:** District Leaders will reach out to existing Lions 40 years old and younger to establish a group to assist the District in attracting younger Lions, identifying exciting service projects, and energizing the image of Lions throughout the District. The leaders will reach out to Leos who are aging out to involve them in Lions and maintain their involvement as Young Lions.

**Date Range:** May 2020 – June 2021

**Leader(s):** DG Marilyn, 1<sup>st</sup> VDG Gabrielle

**Resources:** Young Lions Task Force at LCI (NAMI), Directory, Leo Club members reports on MyLCI, Leo Club Advisors

**Budget:** TBD



**District 4-A1**

**Projected Membership Statistics 7/2020 – 6/2023**

| <b>GOAL</b>                          | <b>YEAR OUTCOMES</b> |                      |                      |
|--------------------------------------|----------------------|----------------------|----------------------|
|                                      | <b>7/2020-6/2021</b> | <b>7/2021-6/2022</b> | <b>7/2022-6/2023</b> |
| <b>New Clubs</b>                     | <b>5</b>             | <b>2</b>             | <b>2</b>             |
| <b>New Charter Members</b>           | 150                  | 60                   | 60                   |
| <b>New Members in Existing Clubs</b> | 150                  | 220                  | 220                  |
| <b>Dropped Members</b>               | 275                  | 250                  | 250                  |
| <b>New Member Growth</b>             | 25                   | 30                   | 30                   |
| <b>Total Members</b>                 | 1,889                | 1,919                | 1,949                |



## Appendix A

### Developing a traditional club in Manteca, CA

A city of approximately 86,000 there are no Clubs in Manteca.

Work was begun in February 2020 to start a traditional club. Preparation to start a new club involved: identifying potential leaders, contacting city hall members, identifying businesses, researching existing service organizations and service projects, and identifying community needs. Brochures and Posters were personalized and printed for distribution. A location to meet was identified.

Two weeks were spent canvassing local businesses and establishing leads to further develop. Eyeglass collection boxes were distributed to 6 businesses and organizations.

Meetings introducing Lions and the effort to develop a Lions Club in Manteca were held with: local realtors association, chamber of commerce, veterans at the American Legion Hall, Parks and Recreation supervisor and Public Works supervisor. Advertisement in the local paper and digital news and the city Facebook page were placed. Fliers were posted in over 30 businesses (personalized LCI posters). The Public Works Supervisor disseminated Posters, fliers, and applications to Department Heads of the City.

While the organizational meeting near the end of February didn't draw the 8 to 10 we thought would attend, we did obtain leads and contacts to further explore when we are able to continue work in Manteca.

Contacts with potential Lions are being maintained via email by DG Claudia.

All of this was conducted in a 2 week period in February except for the meeting with the realtors which was a virtual meeting in March.

[See NAMI Goal for further details]