

North America Membership Initiative



District 2-A2 NAMI Plan

Focus Area 1: Rejuvenate districts with new clubs

District Goal: Our team will charter 2 new clubs

Action - Charter new Lions Clubs.

Description: NAMI team will engage Zone Chairs, Cabinet members and PDGs to identify potential communities for new Lions clubs, identify community needs and potential key members within communities. The team will recruit, orient, and train potential members before chartering each new club.

Date Range: July 2020 - May 2021

Leader(s): NAMI Champion, GAT

Lion Responsible:

Resources: Brochures from LCI, TLC, LSRF, LCI and District training resources (both personnel and web-based)

Budget: Use up to \$1500 from NEW CLUBS & EXTENSION budget line item to fund brochures, recruiter travel/meals.

Action - Charter new Special Interest Lions Clubs.

Description: Identify currently active community 501(c) (3) nonprofits as potential specialty Lions Clubs and engage them in joint service projects and joint fellowship. Create strong relationships and consider inviting them to become Lions Clubs.

Date Range: July 2020 - June 2021

Leader(s): GMT, GST, NAMI Team

Lion Responsible:

Resources: Local Lions Club marketing information, service opportunities.

Budget: Use up to \$1500 from NEW CLUBS & EXTENSION budget line item to fund brochures, recruiter travel/meals.

Action - Survey District 2-A2 Communities for new Lions Club potential

Description: Governor's Advisory committee in each zone examines communities within the zone to identify locations and needs that may be a good fit for a new Lions Club. Criteria for new club potential created by NAMI Team, GAT.

Date Range: July 2020 - June 2021

Leader(s): GAT, NAMI Team

Lion Responsible:



Resources: IRS list of nonprofits - <https://apps.irs.gov/app/eos/> , GAT, GAC develop criteria for new club potential within a community

Budget: Use up to \$100 from NEW CLUBS & EXTENSION budget line item to fund meeting supplies (brochures, etc.) and refreshments.

Focus Area 2: Revitalize clubs with new members

District Goal: Our existing clubs will induct 128 new members

Action - Increase net club membership

Description: Add a net two members per year in each Lions Club in District 2-A2. Monitor club level member adds and drops each month as part of the NAMI monitoring document displayed on the District website and updated monthly (real time if possible).

Date Range: July 2020 - June 2021

Leader(s): GMT, NAMI Team, GAT, Zone Chairpersons, Club Presidents

Resources: NAMI monitoring document, regular announcements, monthly district newsletter, recognitions for club membership growth and retention.

Budget: \$200 for recognition items.

Action - Develop District supported Club Member Orientation program

Description: Develop a member orientation program/training that will be available to clubs to use along with their local information to thoroughly induct each new member.

Date Range: July 2020 - June 2021

Leader(s): GLT, GST, GAT, Zone Chairs

Lion Responsible:

Resources: LCI LEARN training modules, Convert training module “The History of TEXAS LIONISM An Orientation” authored by PCC Mike Rourke for use as an online module. Prepare outline of essential elements for each club to prepare highlighting their origins, accomplishments, service programs, fellowship, and community support

Budget: \$200, materials, technical support for online program development.

Action - Recognize new Lions and target information and encouragement

Description: Contact each new Lion with encouraging messages from regular District news geared to them, District and LCI history, suggestions for collaborative service, etc. Highlight new Lion accomplishments in District newsletter.

Date Range: June 2020 - July 2021



Leader(s): GAT, Zone Chairs, Newsletter editor **Lion Responsible:**

Resources: Zone chairs solicit information from clubs regarding new member contributions (service) to clubs and community

Budget: \$200 for recognition items.

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

District Goal: Our district will lose no more than 120 members

Action -Track member satisfaction in each Lions Club

Description: Create/adapt web-based brief member satisfaction survey that can be quickly administered and analyzed. Complete through email at least two times per year (September and May). Focus on club satisfaction (results available to club and Zone leaders) and District satisfaction (results available to all District leaders and members).

Date Range: September 2020 - April 2021

Leader(s): GLT, Zone Chairs, IT Director, GAT, NAMI Team **Lion Responsible:**

Resources: Purchase/develop club/district satisfaction survey document, survey administration, analysis and reporting capability (software, volunteer team, website)

Budget: \$150 for survey/programming

Action - Add joint service projects

Description: Add joint service projects for clubs within each zone. Projects to include multiple Lions clubs and/or local non-profit organizations with similar service interests (ex. community food banks, church pantries, Optimists, Rotary Clubs, etc.). Focus on community impact in any of our key areas: vision, diabetes awareness, hunger, environment, disaster relief, and childhood cancer.

Date Range: June 2020 - July 2021

Leader(s): GST, Zone Chairs, NAMI Team, GAT **Lion Responsible:**

Resources: IRS list of nonprofits - <https://apps.irs.gov/app/eos/> Zone chairperson coordination, facilitation

Budget: \$300 for supplies as needed to facilitate planning for joint projects.

Action - Document club service activities monthly

Description: Encourage, energize, and support club reporting of service activities using MYLCI (Zone Chairs). Report club level service each month on NAMI dashboard. Follow up by recognizing club and collaborative service, inquire about service leading to new member recruiting. Highlight service



hours/activities and recognize service projects and accomplishments in the monthly district newsletter.

Date Range: June 2020 - July 2021

Leader(s): GST, Zone Chairs, NAMI team, GAT **Lion Responsible:**

Resources: Technical support for club secretaries and administrators entering service through MyLion, service report card used monthly in newsletter.

Budget: \$100 for related support expenses.

Focus Area 4: Support district and club leaders

Action - Provide Club leader support through virtual leadership forums

Description: Offer quarterly virtual leadership forums for current club officers and those interested in club or district leadership roles. Record each session and post on District YouTube Channel.

Date Range: September 2020 - May 2021

Leader(s): GLT, GAT, NAMI Champion, PDGs **Lion Responsible:**

Resources: Trainers and training modules from District and MD-2

Budget: \$200 for expenses related to acquiring or developing training modules.

Action - Provide online Club officer training.

Description: Offer club officer training (president, vice - president, secretary, treasurer, service coordinator, membership chairperson) through LCI Learn website and scheduled district webinars that will also be recorded and posted on the District YouTube channel.

Date Range: September 2020 - June 2021

Leader(s): GLT, GAT, NAMI Champion, PDGs **Lion Responsible:**

Resources: LCI Learn courses, district trainers and district developed training modules

Budget: \$280 for Global Meet virtual meeting space for training.

Action - Recognition for outstanding club officers

Description: Create recognition program for exceptional club officers (ex. membership growth, member retention, innovative service projects, joint service projects, support for community, district, state and LCI causes, volunteer hours recorded, Gov 100%, LCIF donations, etc.)

Date Range: July 2020 - June 2021



Leader(s): GLT, GAT, NAMI Champion, PDGs **Lion Responsible:**

Resources: Monitoring system (report card) to allow GAT/NAMI Champion to quickly identify outstanding performance from data gathered through MyLCI, MyLion, etc..

Budget: \$300 for recognition awards 5/14/2020