



Welcome District 22-W training regarding the North America Membership Initiative. This initiative will evolve into a worldwide program next year called the Global Membership Approach.

In this meeting we will analyze our district's current situation and set our goals for our future.

Presenter (Explain the use of the Chat Feature and how we will use it)

Presenter – Make introductions

Agenda

- 1 NAMI Overview
- 2 District Vision
- 3 District Goals
- 4 Next Steps



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In today's meeting we will:

- Review the why of the North American Membership Initiative (NAMI)
- Review a vision for the future of our district by examining our district's achievements and areas for development
- Review defined goals, objectives, and action plans for our district
- Review the steps we have implemented to achieve our goals

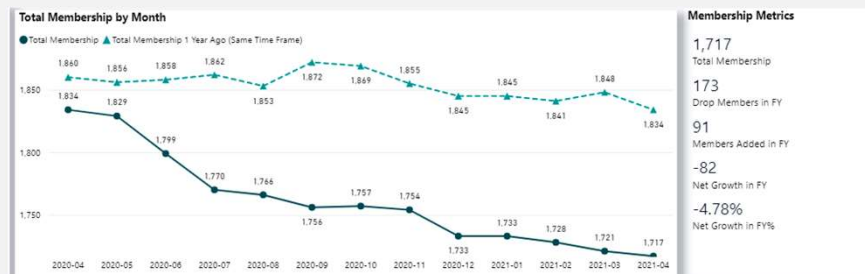
The most important part of today's meeting is you. Only with the participation of all Lions, can we succeed.



The image used to describe NAMI is that of dawn rising. That dawn will be happier, more satisfied Lions in all our clubs and more members joining us to provide more service to our communities.

We all playing a part in making that happen, so let's answer the most common questions about NAMI and how we are moving forward in District 22-W.

Membership Facts in District 22-W



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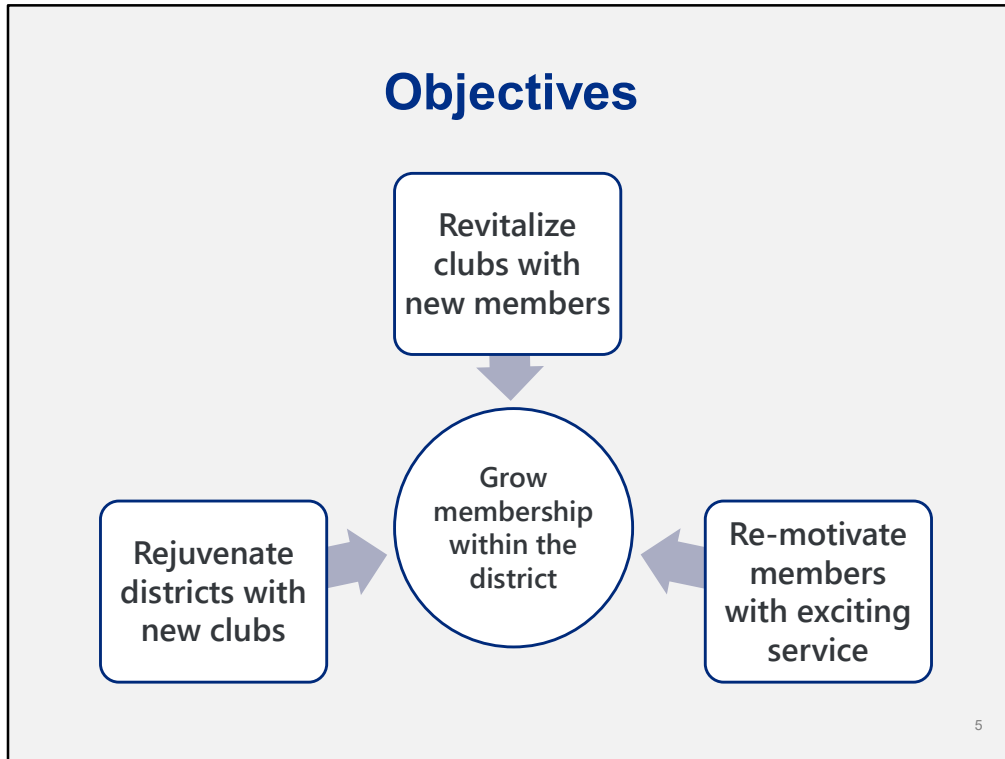
The first question is Why? Why NAMI?

North America membership and District 22-W membership is declining and has over most of the last 10 years. What's important in this story is the trend line, which is going down.

It is our NAMI mission to reverse that trend.

It's not going to be easy. If that were true, it would have already been done.


But it is vitally important.



The second question is “What?” What are we going to do to grow membership:

- 1) {click} Rejuvenating districts with new clubs
- 2) {click} Revitalizing clubs with new members
- 3) {click} Re-motivating members with exciting service

We can have a part in Building a Vision for a better district in each of these key areas.



**Why
Lions Clubs?**

Vision
To be the global leader in community and humanitarian service.

Mission
To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

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Why are we Lions?

Here are the vision and mission statements of Lions Clubs International.

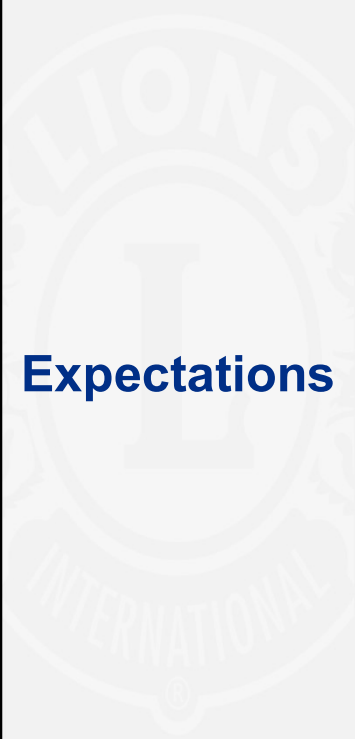
What are the key words in those statements?

What means the most to you?

I ask you to consider this meeting a “Safe Place” where all ideas are heard, respected and valued. I encourage each of you to think outside the box and share your ideas openly.

Vision – leader, community, humanitarian, service

Mission – empower, volunteers, serve, communities, humanitarian, peace, international understanding



Expectations

- What do Lions and club officers expect from their District Governor team?
- What do Lions and club officers expect from their Region and Zone chairperson?
- What do you expect of your Lions club?

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Let's start by talking about our own expectations as Lions and Lion leaders.

{click} What do Lions and club officers expect from their District Governor team?

We'll take 3 minutes to use the chat feature to write your thoughts and we will share the ideas.

{click} What do Lions and club officers expect from their Region and Zone chairperson?

Again, we'll take 3 minutes to use the chat feature to write your thoughts and we will share the ideas.


{click} What do you expect of your Lions club?

Again, we'll take 3 minutes to use the chat feature to write your thoughts and we will share the ideas.

Let's keep our expectations in mind as we move to the next step...

What have the Lions
in your club and our district
achieved?

Accomplishments




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But we don't want to change everything. There are some things we are great at. These are our strengths.

What are some of those things?

We'll take 3 minutes to use the chat feature to write your thoughts and we will share the ideas.

As Lions, we have a lot to be proud of.



Vision of the Future

Five years from now, if a former member called to inquire about your club, what would you like to tell them about changes for the better that have been made?

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{Presenter Notes: Spend the time to let each Lion share the improvements they would like to see. These ideas, when incorporated into the plan, provide investment and commitment from all Lions in attendance. Listen, record and utilize these ideas to foster greater success.}

An important part of Building a Vision is thinking about the future. What would you like your future club to be, to do, that's different than today?

District Goals

- ❖ For each Focus area
- ❖ SMART
- ❖ Accountability



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We have prepared goals for each of the four NAMI area of focus.

Focus Area 1

Rejuvenate districts with new clubs



Discussion Questions

1. How can we rejuvenate existing clubs?
2. Why are new clubs valuable?
3. Where can we start new clubs?
4. What Specialty Clubs would be most successful?
5. What training /resources are needed?

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Let's start thinking about new clubs. Why are new clubs valuable?

We'll take 3 minutes to use the chat feature to share your thoughts.

New Clubs

Goal Statements for New Clubs

#1 Goal Statement: Rejuvenate Lions Clubs as needed

#2 Goal Statement: Founding a Specialty Cyber Lions Club in Allegany County

#3 Goal Statement: Explore the possibility of founding a new Lions Club in Frederick County

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#1 Goal Statement: Rejuvenate willing Lions Club – Survey each member of the club.

#2 Goal Statement: Explore possibility of founding a Specialty Cyber Lions Club in Allegany County within a year by recruiting aging out members of the Greater Cumberland Jaycees.
– Contact the Greater Cumberland Jaycees

#3 Goal Statement: Explore the possibility of founding a new Lions Club in Frederick County within one year. Explore demographics for Point of Rocks and Adamstown

Goal Statements for New Clubs

#4 Goal Statement: Explore possibility of founding a Campus Lions Club at Hood College in Frederick

#5 Goal Statement: Explore possibility of founding a Hispanic Lions Club in Carroll County

#6 Goal Statement: Explore founding a new Lions Club or Clubs in Hagerstown that meet in the evening.

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#4 Goal Statement: Explore possibility of founding a Campus Lions Club at Hood College in Frederick within one year. – Determine the right Hood College personnel to approach

#5 Goal Statement: Explore possibility of founding a Hispanic Lions Club in Carroll County within one year. – Identify potential resources for a new Hispanic club in Carroll County

#6 Goal Statement: Explore founding a new Lions Club or Clubs in Hagerstown that meet in the evening. Explore converting willing members of the Hagerstown Lioness Club to a new club or branch club. Consult with Hagerstown Lion PCC Clare Newcomer

Focus Area 2

Revitalize clubs with new members



Discussion Questions

1. Why invite people to join your club?
2. What's the best way for a club to add new members?
3. Does your club host Membership Growth Events? How? How often?
4. What training or assistance is needed?

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Now we'll think about new members. Why should people join a Lions club?

We'll take 3 minutes to use the chat feature to share your thoughts.

Goal Statements for New Members

#1 Goal Statement: Members will create a Lifetime understanding of Lions

#2 Goal Statement: NAMI New Member members will talk to top sponsors to learn about best practices . List will be made based on their recommendations and successes.

#3 Goal Statement: Provide clubs resources to help them generate ideas for recruitment

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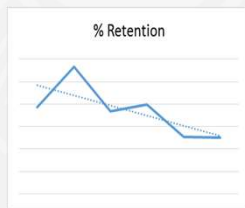
#1 Goal Statement: Members will create a Lifetime understanding of Lions. – A Lions Coloring Book Google Link was submitted to the as part of the New Member Brainstorm Packet and was on the Weekly Bulletin

#2 Goal Statement: Talk to top sponsors to learn about best practices. – List will be made based on their recommendations and successes

#3 Goal Statement: Provide clubs resources to help them generate ideas for recruitment. – Post the New Member Brainstorm Packet on the Weekly Bulletin, think about the "Social Hours" after the holiday season, post a list of affirmations on the Weekly Bulletin.

Focus Area 3

Re-motivate
members with
fellowship and
exciting service



Discussion Questions

1. How do you know a Lion is engaged?
2. Why is new member orientation important?
3. How do hands-on service projects help retain members?
4. How can we re-engage members who stop participating in club activities?

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Now we'll think about engaging our existing members. How do we know members are engaged?

We'll take 3 minutes to use the chat feature to share your thoughts.

Goal Statements for Member Satisfaction

#1 Goal Statement: To ensure the welfare of club members, appoint a Member Satisfaction Committee

#2 Goal Statement: To ensure that members experience a feeling of family in their club by surveying each member annually to identify each member's talents and learn more about each other.

#1 Goal Statement: To ensure the welfare of club members, the district will request that each club annually appoint a Member Satisfaction Committee to follow up within specific time periods with club members through personalized communication to all ill members and those who have missed a meeting. The committee shall report on the efforts at each meeting. – Keep track of members who miss meetings, service projects, fundraisers, or who are ill or injured. Let them know the club is concerned about their welfare by sending them a card, an email or calling them.

#2 Goal Statement: To ensure that members experience a feeling of family in their club by surveying each member annually to identify each member's talents and learn more about each other. – Provide a survey tool to collect biographical data from each participating club member. The club will be asked to use this data in identifying member talents, assigning members to club projects, and keeping them happy by using their talents.

Goal Statements for Member Satisfaction

#3 Goal Statement: To foster a welcoming club environment by providing appropriate timely recognition of club members

#4 Goal Statement: To ensure a free exchange of ideas between Lions by providing them with ways to address ideas and suggestions that are impartial

#3 Goal Statement: To foster a welcoming club environment by providing appropriate timely recognition of club members for participation with service projects, fundraisers, and other club activities. – Clubs to implement an everyday recognition program that provides appropriate and timely recognition of club members who participate in service projects or fundraisers

#4 Goal Statement: To ensure a free exchange of ideas between Lions by providing them with ways to address ideas and suggestions that are impartial. – The purpose is to allow ideas from newer members to have a hearing and reduce the “been there done that” of entrenched members.



Focus Area 4

Support

District

and

Club leaders

Discussion Questions

1. What programs, seminars or training should be offered to club officers or potential officers?
2. What is the best format to deliver training?
3. If the District hosted a Lions Leadership Institute, who should attend?
4. What other types of support can we provide to our leaders?

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Now we'll think about our Lion leaders. What types of programs or seminars would be most helpful to support our three goals?

We'll take 3 minutes to use the chat feature to share your thoughts.

Goal Statements for Leader Support

#1 Goal Statement: Through effective orientation and training, provide the skills necessary to achieve New Club, New Member and Membership Retention Goals.

#2 Goal Statement: Ensure clubs have strong leadership to serve the community & LCI initiatives.

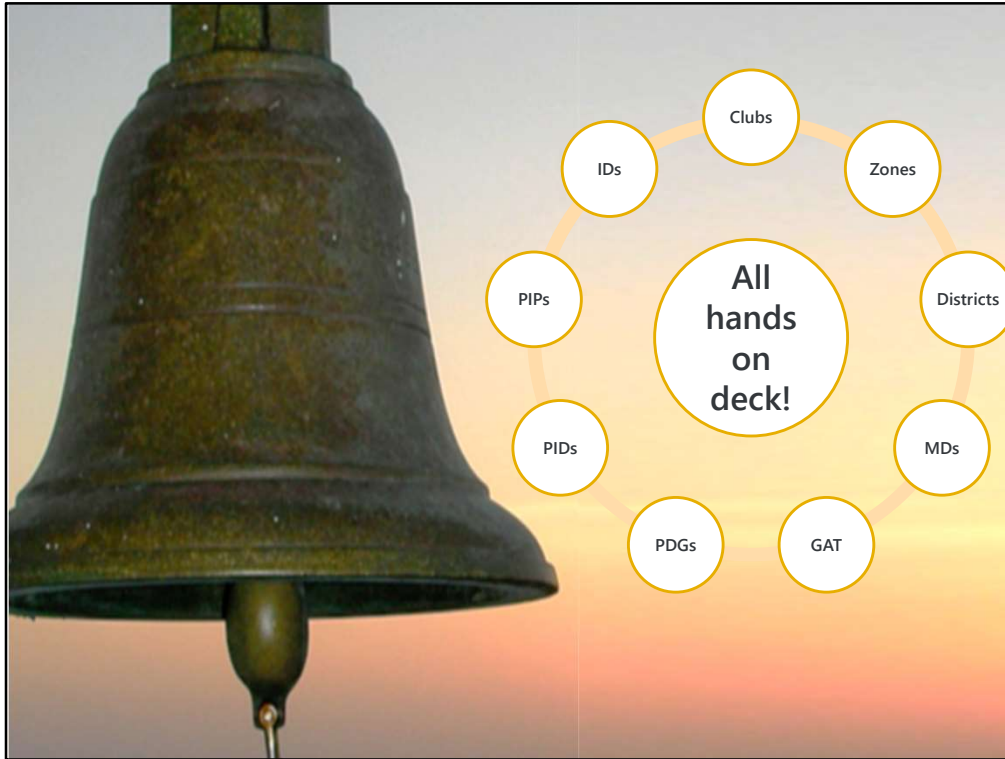
#3 Goal Statement: Develop a Crisis management plan to assist with COVID 19 “casualties” in effort to regain lost membership, service activities and fundraising programs.

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#1 Goal Statement: Provide the skills necessary to achieve New Club, New Member and Membership Retention Goals. – Ensure all New Members are provided with an effective orientation and ensure current and incoming officers participate in training

#2 Goal Statement: #2: Ensure clubs have strong leadership to serve the community & LCI initiatives. – Build relationships with local businesses by inviting them to meetings and frequenting their business and add at least one service activity and one fundraiser to create attention in the community.

#3 Goal Statement: #3: Create a Crisis management plan to assist with COVID 19 “casualties”. – Develop plan to address issues such as meeting place, member loss, service activity and fundraiser losses.



If we want to achieve those goals, it's all hands on deck, especially in our clubs.

We need clubs committed to testing new ways of operating and being open in reporting their successes and where they are struggling, so we can learn how all clubs can improve.

I'm ringing the bell for all hands on deck in our district. Who can I depend on? {raise hand}

{choose a raised hand} Tell me how you will contribute? {discuss ideas}

Comments, Concerns, Questions?



Thank you. Thank you for participating in this District meeting. Thank you for being a leader in our great organization.

With all of us working together, along with the other NAMI districts, I am confident we will turn membership around in North America.

With leaders like you, the future is bright for Lions clubs. Thank you.