

North American Membership Initiative



Frequently Asked Questions

Overview

1) What is the North American Membership Initiative?

North American Membership Initiative is a focused program designed to address and reverse the decline in Lions membership in Constitutional Areas 1 and 2 (CA1 and CA2).

2) Who authorized North American Membership Initiative?

The Lions Clubs International Board of Directors authorized North American Membership Initiative at the October 2018 board meeting.

3) Why is this program important?

Evidence of similar membership declines is appearing in other parts of the world. We need to establish a solid plan for revitalization and growth before our organization's ability to serve humanity—our core mission—is fundamentally compromised.

4) What are the North American Membership Initiative objectives?

1) Rejuvenate districts with new clubs, 2) Revitalize clubs with new members, and 3) Re-motivate members with new fellowships and exciting service.

5) What is the North American Membership Initiative plan?

In 2019-20, nine North American Membership Initiative pilot districts tested the North American Membership Initiative processes and resources. They also developed their own innovations to achieve membership goals. For 2020-21, all North American districts have been invited to join the evolving program and help develop and test best practices. We will also further develop this initiative for regions/zones and clubs.

6) What are the goals of North American Membership Initiative?

By June 2021, we expect 200 new clubs and 44,000 new members in CA1, and 20 new clubs and 5,000 new members in CA2. The goals for June 2023 are 315,000 total members in CA1 and 38,000 total members in CA2.

7) Who is leading the initiative?

The initiative is being led by International Vice Presidents Doug Alexander, Brian Sheehan and Patti Hill, alongside a Steering Committee of Lion leaders with proven skills in club and membership growth.

8) How is North American Membership Initiative funded?

North American Membership Initiative is being funded with existing operational budgets.

9) Where can I find more information about the North American Membership Initiative process, resources and results?

All North American Membership Initiative information is published online at lionsclubs.org/nami.

10) How are North American Membership Initiative pilot districts selected?

The Steering Committee selects pilot districts based on membership trends, key demographics and leadership team commitment to be the vanguard of this vital initiative.

11) What languages are North American Membership Initiative materials available in?

Because North American Membership Initiative is still evolving, all communications and materials are currently in English. We are still learning what works and incorporating what we learn into our process and resources. We understand, however, that enterprising Lions are already translating key materials into additional languages.

12) What happens after a district decides to participate?

Leaders from each district meet to build a team, develop their own goals and a plan for achieving them.

13) Who leads the initiative in North American Membership Initiative districts?

Part of building a North American Membership Initiative team is identifying a Champion, a district leader promotes and manages the initiative, fosters execution, and reports results. The Champion works side-by-side with the district governor team, GAT coordinators, region/zone chairpersons, and other district leaders on plan development, implementation, and accountability.

14) What are the roles and responsibilities of council chairpersons with North American Membership Initiative districts? Council chairpersons review the North American Membership Initiative goals and plans of their districts and demonstrate their support of the initiative and its leaders. They should allocate time at each of their council meetings for North American Membership Initiative progress updates, next steps, idea sharing and issue resolution.

15) What are the roles and responsibilities of district governor teams in North American Membership Initiative districts? District governor teams are directly involved in planning, promoting, and supporting North American Membership Initiative activities throughout their districts. Individual roles are identified during the teambuilding process within each district.

16) How is the Global Action Team (GAT) involved?

The GAT volunteer structure serves as the primary communication and support channel for North American Membership Initiative processes and resources. For example, GAT Area leaders will provide webinars to share North American Membership Initiative processes and resources with GAT MD leaders, DG teams and district GAT coordinators. GAT MD leaders will also review district goals and plans, so they can assist districts with implementation and accountability.

17) How are clubs of North American Membership Initiative districts involved?

Clubs are the foundation of North American Membership Initiative success and each district should engage their clubs in North American Membership Initiative projects throughout the year, including leadership development, club marketing and welcoming new members into their clubs.

18) What funding is available for North American Membership Initiative districts?

Districts will use existing LCI and LCIF grants as well as district funds to implement their plans.