District D Cabinet Fellow Lions, Leos

**GMA is coming to Lions International as we attempt to stop the membership losses.**

**Global Membership Approach**

Global Membership Approach combines a strategic approach and a set of resources for district teams to utilize to develop membership by:

• Rejuvenating districts with new clubs

• Revitalizing clubs with new members

• Re-motivating existing members with fellowship and exciting service.

The approach has universal applicability, with the ability to customize based on regional needs and circumstances.

**Background**

In October 2018, the Membership Development Committee approved a pilot program to grow membership in CA I and CA II. This pilot program was called the North American Membership Initiative. The pilot was implemented through June 2020 and resulted in the aforementioned approach toward membership development. This approach is now being rolled out globally as the Global Membership **Approach.**

Global Membership Approach Intersection with One Lion

The goal of the Global Membership Approach is positive membership growth. This goal is fundamental to the broader goal of One Lion: to be the global leader in community and humanitarian service. Similarly, many of the strategies outlined in the One Lion strategic approach will directly and indirectly support the objectives of the Global Membership Approach.

Participation in the Global Membership Approach is determined at the district level. Many of the programs and resources developed through One Lion will be implemented at the international level, such as repositioning the global causes, or club level, such as increasing member satisfaction with their club experience. As such, One Lion will support, not replace the district action plans developed through the Global Membership Approach.

**Timeline and Budget**

All CAs will pilot this approach, with regional variances in 2021-2022. The Global Action Team (GAT) will drive the piloting process, and provide support and accountability in each CA. The best ideas will be integrated in the worldwide process in 2022-2023

**Member Perks Reward Yourself** Lions Clubs International Member’s Benefits Program rewards our members with valuable savings and services. It is our way of saying how much we appreciate the good work you do as a Lion. Current Lions rewards programs include: [1-800-Flowers.com](https://www.lionsclubs.org/en/join/why-become-a-lion/member-benefits#Flowers) (Availability varies depending on brand)

* [Avis Car Rental](https://www.lionsclubs.org/en/join/why-become-a-lion/member-benefits#avis) (International)
* [Beltone](https://www.lionsclubs.org/en/join/why-become-a-lion/member-benefits#Beltone) (U.S. only)
* [Budget Rent A Car](https://www.lionsclubs.org/en/join/why-become-a-lion/member-benefits#budget) (International)
* [Enterprise/National](https://www.lionsclubs.org/en/join/why-become-a-lion/member-benefits#Hertz%20Car%20Rentals) (International)
* [Hotel Storm](https://www.lionsclubs.org/en/join/why-become-a-lion/member-benefits#Hotelstorm) (International)
* [Wyndham Hotel Group](https://www.lionsclubs.org/en/join/why-become-a-lion/member-benefits#Wyndham) (International)
* In most cases these benefits are available to friends and families of Lions, too. Best of all, by participating in these programs you will be helping to support Lions Clubs International and programming at no additional cost to yourself.

**Sincerely YIL Michael Livingstone GMT District D**