Global Membership Approach
Evolution of Global Membership Approach

October 2018, Pilot Program “North America Membership Initiative” launched to help rejuvenate membership growth in CA1 and CA2.

June 2020, North American pilot program resulted in a new approach to membership development, to be rolled out worldwide in a phased manner as the “Global Membership Approach”.

The Global Membership Approach will be delivered and supported by the Global Action Team.
Global Membership Approach

Objectives

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

Grow membership across all CAs
Global Membership Approach combines a strategic process and a set of resources. The goals are focused on membership growth through new club development. The 4-step process is universal, and customizable based on regional needs:

1. **Build a Team**
   Learn about Global Membership Approach and begin developing a team to implement the approach.

2. **Build a Vision**
   Conduct a SWOT analysis of the district, set goals based on the analysis.

3. **Build a Plan**
   Review available resources and develop an action plan to achieve the goals.

4. **Build Success**
   Execute the plan with engagement across the district, track and report results, and make course corrections throughout the year.
CAs 3-8 will conduct their own pilot programs through 2021-22

GAT will drive the process and provide support and accountability in each CA

The best ideas will be integrated into our worldwide process in 2022-23

Global Membership Approach Timeline

- 2019-20: Nine CA1&2 pilot districts
- 2020-21: CA1&2 districts that opt-in; CA3-8 startup
- 2021-22: CA1&2 districts and CA3-8 pilot districts
- 2022-23: All districts worldwide
Next Steps for Districts

Want to start planning early?

Check out the resources available on Lionsclubs.org/global

Review the materials for each of the process steps.

Contact GAT@lionsclubs.org or your local GAT leadership for more information.