



Global Membership Approach

Evolution of Global Membership Approach



**North
American
Membership
Initiative**



**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 Defined

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.



Global Membership Approach Timeline

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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

2018-19

- North American Membership Initiative startup

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](https://lionsclubs.org/global)

Review the materials for each of the process steps.

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





Thank You

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