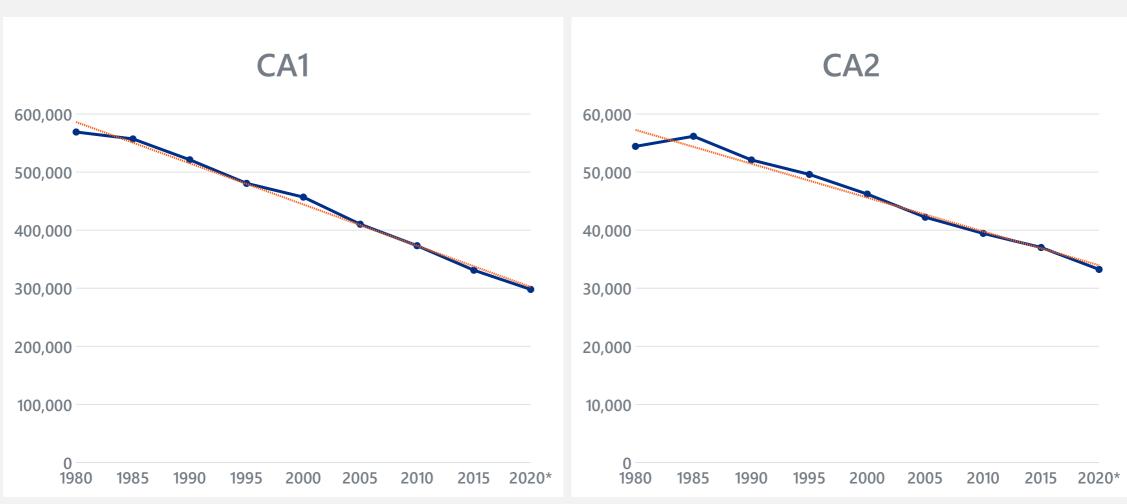
North America Membership Initiative

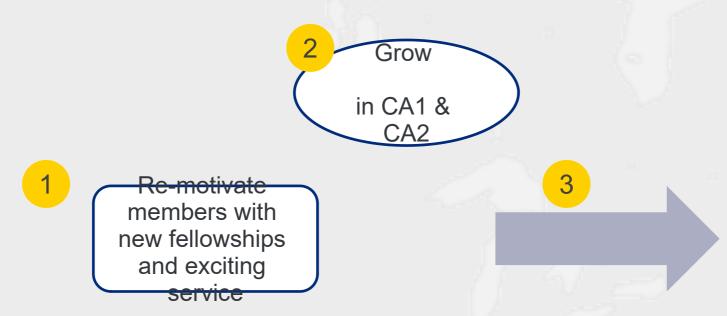


Membership Trends



^{*} Forecast

NAMI Objectives



Revitalize clubs with new members Rejuvenate districts with new clubs

NAMI Leadership



VP Doug Alexander



VP Brian Sheehan





VP Patti Hill

PIP Jim Ervin

PID Terry Graham

PID Jerome Thompson

GAT CA Leader Rob Hill

PCC Dennis Grotrian

PCC Joyce Hogan

PDG Buck Larson

PDG John Moon

PDG Mark Roth

Young Lions Task Force Chairperson Jordan Glass

NAMI Goals

- Set of scalable best practices
- Membership growth in pilot districts

June 2020

NAMI Pilot 2019-20



Ontario 5M10 Ontario A 16



Texas 2 S1 Tennessee 12 O Georgia 18 L 34 A

N Hampshire 44 H

NAMI Enhancement 2020-21

- All North America districts are invited to participate, innovate and share best practices
- GAT will take a leadership role in communications hosting webinars on the NAMI process and sharing best practices
- Because this initiative is still evolving, all communications and materials will be in English
- If successful, further growth will be planned for 2021-22

NAMI District Process



Key Dates

- February 29 last day NA districts can choose to participate
- April 30 last day to enter district goals and plans
- June 30 last day to enter modifications to goals and plans

January & February

OPT-IN to Success and Build a Team

- District leaders learn about NAMI and choose to participate
- Team identifies roles and responsibilities and chooses a champion

NAMI District Participation Form
North America* First Vice District Governors:
Let us know if your district will participate in NAMI. Those who participate will be expected to go the extra mile supporting our initiative with their team, vision, plan and results.
Because NAMI is a work-in-progress, all NAMI communications and resources will be distributed in English. If your leadership team is not comfortable receiving English materials, your district should wait until NAMI is more mature to join the program.
The last day to choose to participate is February 29, 2020 .
☐ Yes! My district will participate in the North America Membership Initiative!
Multiple District/Single District # □ ▼ District # □ ▼ Our NAMI Champion is:, Member ID: My name is:, First Vice District Governor Member ID:
*Once the NAMI process has been proven in North America, additional districts will be invited to participate.



- Team visualizes future of the district
- Conducts SWOT exercise
- Sets SMART district goals



April Build a Plan

- Team develops activities for each of the four NAMI areas of focus
- Innovation encouraged!

Sample ideas

May through following June

Build Success

May 2020 - June 2020



- MD Councils and MD GAT review goals and plans
- Team prepares leaders and clubs to start year fast

July 2020 – June 2021



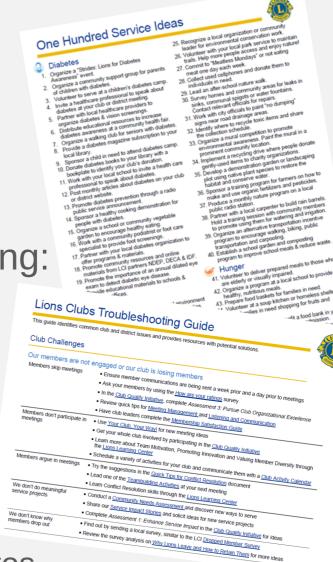
- Team executes plan, tracks results and communicates
- MD Councils/GAT provide support and accountability

NAMI Resources

Access from the NAMI webpages, lionsclubs.org/nami, starting in January

Links to existing materials, plus new tools including:

- 100 Recruiting Ideas and 100 Service Ideas
- Club Assessment checklist
- Troubleshooting Guide for club and districts
- Achievement Certificate template for learning events
- Marketing tips, social media posts, templates and photos



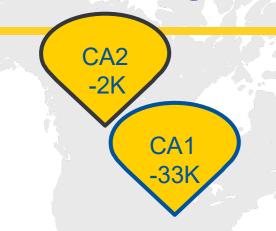
Multiple Districts



Councils encouraged to follow the NAMI process, considering how to:

- Support districts in each of the focus areas
- Track results and assist struggling districts
- Recognize achievements and leaders

A Growing Concern



CA4 -15K Italy -1,752

Japan -6,450

Previous 5 Years

Previous 3 Years



Australia -1,652



North America Membership Initiative

