

NORTH AMERICAN MEMBERSHIP INITIATIVE (NAMI)

27-D1 Cabinet Meeting Report - August 2, 2020

Prepared by PCC Jodi Burmester

The North American Membership Initiative (NAMI) is designed to help reverse 40 years of declining membership numbers in the US & Canada.

Membership is a very complex topic, with issue/opportunities varying by club. No matter what the club's situation, attracting new members & keeping the members that they have is vital to the club being to meet their growing/changing community needs.

NAMI outlines a flexible process that every club can customize to meet its unique needs. The following 3 pages overview the NAMI process & extensive list of resources LCI has pulled together. You will note that among the new tools are a number of familiar ones.

As of now, there have been little to no information coming from LCI & the State about NAMI. In late June, DG Tammy Rockenbach & I were able to sit in on a call of the NAMI Pilot Districts reporting their successes, challenges & what they've learned. The stories & results from these Pilot Districts is inspiring & shows that with some planning & hard work, we can all succeed in growing our membership.

For more information about NAMI, contact myself or any member of the D1 [Executive Team](#).

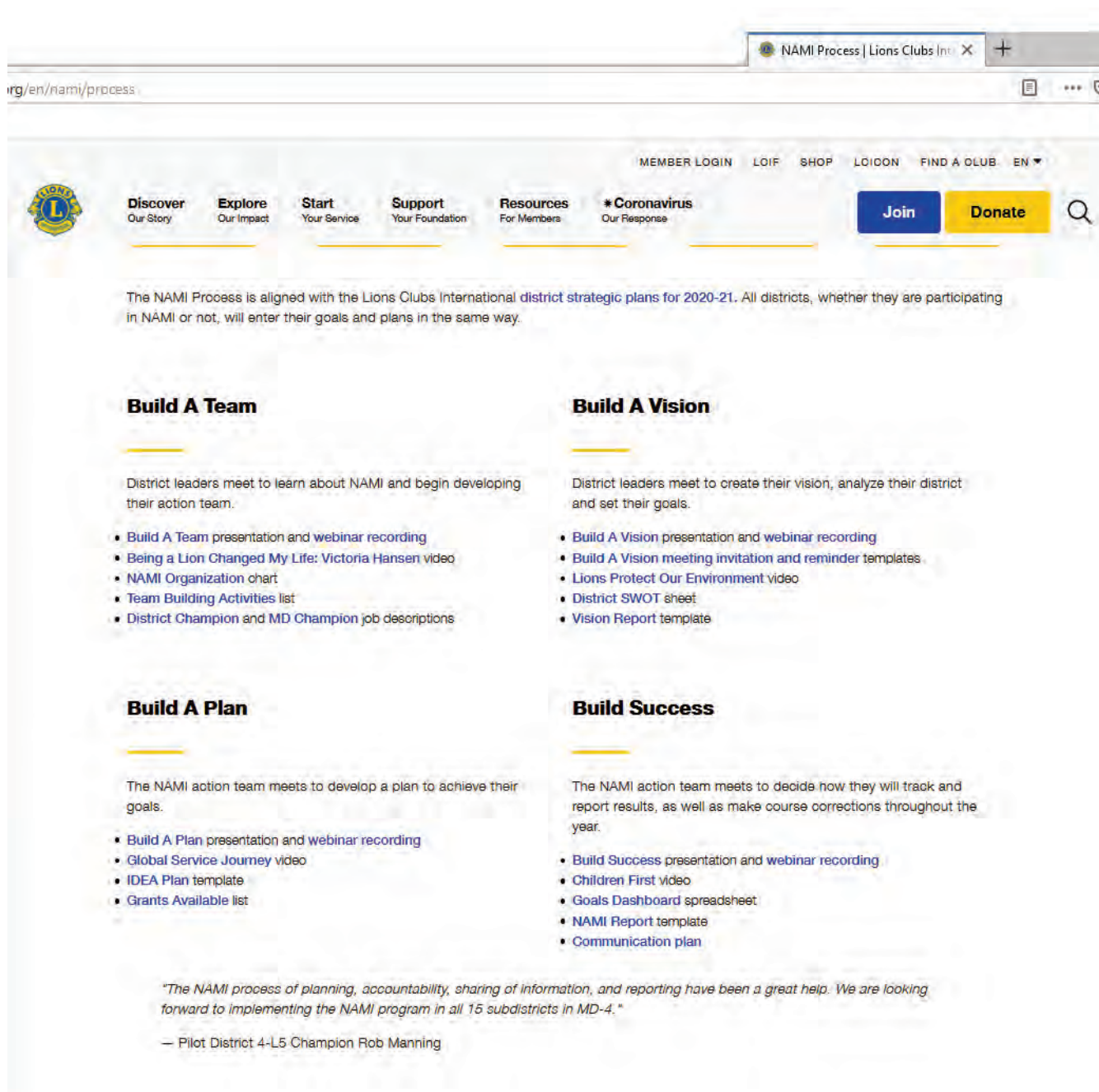
North American Membership Initiative (NAMI)

NAMI is designed to help reverse membership loss across the US & Canada

"NAMI is not new. It's what successful Districts and DG's do. It's a TEAM doing a SWOT analysis of their District, coming together to create DISTRICT goals, supporting and holding each other accountable to those goals. It's having clear and distinct communications, letting team members do their jobs and cheering each other on."


— Pilot District 5M10 Champion Joanne Ogden

NAMI Process <https://lionsclubs.org/en/nami/process>



The screenshot shows the NAMI Process page on the Lions Clubs International website. The page features a navigation bar with links for MEMBER LOGIN, LOIF, SHOP, LOICON, FIND A CLUB, and EN. Below the navigation bar, there are several sections: Discover Our Story, Explore Our Impact, Start Your Service, Support Your Foundation, Resources For Members, and *Coronavirus Our Response. There are also buttons for Join and Donate, and a search icon. The main content area is titled "The NAMI Process is aligned with the Lions Clubs International district strategic plans for 2020-21. All districts, whether they are participating in NAMI or not, will enter their goals and plans in the same way." Below this, there are four main sections: Build A Team, Build A Vision, Build A Plan, and Build Success. Each section includes a brief description and a list of resources. At the bottom, there is a quote from Rob Manning, Pilot District 4-L5 Champion.

MEMBER LOGIN LOIF SHOP LOICON FIND A CLUB EN

Discover Our Story **Explore** Our Impact **Start** Your Service **Support** Your Foundation **Resources** For Members ***Coronavirus** Our Response **Join** **Donate** 

The NAMI Process is aligned with the Lions Clubs International [district strategic plans for 2020-21](#). All districts, whether they are participating in NAMI or not, will enter their goals and plans in the same way.

Build A Team

District leaders meet to learn about NAMI and begin developing their action team.

- [Build A Team presentation and webinar recording](#)
- [Being a Lion Changed My Life: Victoria Hansen video](#)
- [NAMI Organization chart](#)
- [Team Building Activities list](#)
- [District Champion and MD Champion job descriptions](#)

Build A Vision

District leaders meet to create their vision, analyze their district and set their goals.

- [Build A Vision presentation and webinar recording](#)
- [Build A Vision meeting invitation and reminder templates](#)
- [Lions Protect Our Environment video](#)
- [District SWOT sheet](#)
- [Vision Report template](#)

Build A Plan

The NAMI action team meets to develop a plan to achieve their goals.

- [Build A Plan presentation and webinar recording](#)
- [Global Service Journey video](#)
- [IDEA Plan template](#)
- [Grants Available list](#)

Build Success

The NAMI action team meets to decide how they will track and report results, as well as make course corrections throughout the year.

- [Build Success presentation and webinar recording](#)
- [Children First video](#)
- [Goals Dashboard spreadsheet](#)
- [NAMI Report template](#)
- [Communication plan](#)

"The NAMI process of planning, accountability, sharing of information, and reporting have been a great help. We are looking forward to implementing the NAMI program in all 15 subdistricts in MD-4."

— Pilot District 4-L5 Champion Rob Manning

NAMI Resources

The tools below are organized into the four NAMI Areas of Focus, followed by marketing tools that could be used in any of the areas.

1. Rejuvenate Districts with New Clubs

Getting Started

- [New Club Development guide](#) describes the steps for starting a new club
- [New Club Development online training course](#) in the Lions Learning Center (LLC)
- [New Club Development Workshop](#) webpage for the assistance of a New Club Consultant
- [Better Communities, Changed Lives](#) brochure
- [New Club Event press release, presentation, pre-event communications and post-event communications](#)
- [Lions Clubs Interactive Map](#) to spot locations for new clubs
- [Join Together Program](#) webpage for creating clubs with other community organizations
- [Guiding Lion Program](#) webpage to prepare Lion leaders for club support
- [NAMI Club Congratulations](#) letter to congratulate your new clubs
- [New Member Orientation](#) webpage and video to provide a solid introduction for new members
- Contact membership@lionsclubs.org to request new club kit materials

Types of Clubs

- [Traditional Lions Club](#) webpage
- [Specialty Clubs](#) webpage
- [Virtual Clubs](#) webpage
- [Lioness Bridge Program](#) webpage
- [Leo-Lions Club](#) webpage
- [Campus Clubs](#) webpage
- [Club Branch](#) webpage

2. Revitalize Clubs with New Members

Getting Started

- [Invite Members](#) webpage, including the [Just Ask! Guide](#)
- [100 Recruiting Ideas](#)
- [Membership Benefits](#) flyer and [Elevator Speech](#) exercise
- [Member Growth Event](#) webpage and presentation
- [Mentoring Program](#) webpage

Potential Members

- [Young Adults](#) webpage with recruitment tools; contact younglionstaskforce@gmail.com to request assistance from the Young Lions Task Force
- [Veteran Program](#) webpage
- [Recruiting Community Influencers](#) ideas
- [New Voices Initiative](#) webpage and [I am a Lion](#) brochure

3. Re-motivate Members with New Fellowships and Exciting Service

Service

- [Club Activity Calendar, Service Impact Stories and Global Causes](#) poster
- [100 Service Ideas](#) list and specific service project ideas for [Childhood Cancer](#), [Diabetes](#), [Environment](#), [Hunger](#) and [Vision](#)
- [Service Project Planners](#), step-by-step guides to help your club serve in new ways
- [Service Toolkit](#) webpage, including the [Community Needs Assessment](#), [Partnerships Guide](#) and [Fundraising Guide](#)
- [Lions Advocacy](#) webpage
- The lionsclubs.org/service-reporting webpage has all the information on why and how to report service activities

Fellowship

- [Improving Club Quality](#) webpage with links to tools including the [Club Quality Initiative](#) and [Your Club Your Way](#) guides
- [Member Satisfaction](#) guide
- [Art of Recognition](#) handbook
- [Club Health Assessment](#) reports and associated [Action Strategies](#)
- [Club Assessment](#) checklist
- [Troubleshooting Guide](#) for clubs and districts

4. Support District and Club Leaders

- The [Lions Learning Center \(LLC\)](#) offers all Lions and Leos the opportunity to learn and sharpen their knowledge of Lions fundamentals and leadership skills through online interactive courses. ([Accessing the LLC](#)) (LLC FAQs)
- [Club Officer and Zone and Region Chairpersons](#) webpage with links to eBooks and other materials for each title
- [Zone Chairperson Training Materials](#) webpage
- [Regional Lions Leadership Institute](#) materials webpage
- Quick tips documents for [Conflict Resolution](#), [Listening and Communication](#), [Meeting Management](#) and [Public Speaking](#)
- [Achievement Certificate](#) template for local learning events

Marketing Resources

Lions Clubs International

- [LCI Fact Sheet and Our Story](#)
- [Videos Available for download list](#)
- [Brand Guidelines document](#)
- [Logos and Emblems webpage](#)

Document Templates

- [Brochure – Tri-fold A4 | 8.5x11in](#)
- [Business Card – Did You Know 90x50mm | 3.5x2in](#)
- [Business Card – Visit Us 90x50mm | 3.5x2in](#)
- [Business Card – Learn More 90x50mm | 3.5x2in](#)
- [Business Card – Contact Me 90x50mm | 3.5x2in](#)
- [Document – General A4 | 8.5x11in](#)
- [Flyer – Event A4 | 8.5x11in](#)
- [Flyer – General A4 | 8.5x11in](#)
- [Flyer – Half-page A4 | 8.5x11in](#)
- [Postcard – Miss You A5 | 4x6in](#)
- [Postcard – Did You Know A5 | 4x6in](#)
- [Postcard – Visit Us A5 | 4x6in](#)
- [Postcard – Address A5 | 4x6in](#)

Advertising

- [Club Event Ad 8x12cm](#)
- [Club Event Ad with Photo 8x12cm](#)
- [Join Us Ad 8x12cm | 24x13.5cm | 29x27cm](#)
- [Join Us Ad with Photo 8x12cm | 24x13.5cm | 29x27cm](#)
- [New Club Ad 8x12cm](#)
- [New Club Ad with Photo 8x12cm](#)

Feedback Welcome

Resource recommendations can be sent to namisupport@lionsclubs.org.

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- Pilot District 5M10 Champion Joanne Ogden

Publicity

- [Public Relations Guide webpage](#)
- [Social Media Checklist, Post Examples and How to Share Events](#)
- [Social Media post templates for Facebook and Twitter](#)
- [Video Job Brief, Shot List and Script Sample](#)
- [Photo/Video Release](#)

Photos of Lions in Action

- [Beach Cleanup](#)
- [Childhood Cancer](#)
- [Community Garden](#)
- [Diabetes](#)
- [Disaster Relief](#)
- [Education](#)
- [Hunger](#)
- [Strides Walk 1, 2, 3](#)
- [Tree Planting](#)

[Find more photos in the Photo Library](#)

NEWS

[Service Stories](#)

[Press Releases](#)

[The Lions Blog](#)

[LION Magazine](#)

MEDIA

[Videos](#)

[Logos](#)

[Brand Guidelines](#)

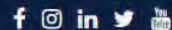
CONNECT

[Careers](#)

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[Contact LCIF](#)

[Your Privacy](#)



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