

GLOBAL MEMBERSHIP APPROACH (GMA) Plan for Your Club's Success

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Lions
International

Agenda

- ▶ **GMA Overview – The Need**
- ▶ **4 Step Process**
- ▶ **GMA Process at Club Level**
- ▶ **Club Vision**
- ▶ **SWOT Analysis**
- ▶ **Club Goals**
- ▶ **Action Plan**
- ▶ **Dist. 2-X1 Membership Status**
- ▶ **Resources**
- ▶ **Conclusions**



Understanding the need for the Global Membership Approach



Gain/Loss Membership Totals by CA for 2019-2020 FY

Reviewing 3-year trends

-792

-11,028

-1,721

1,181

-4,136

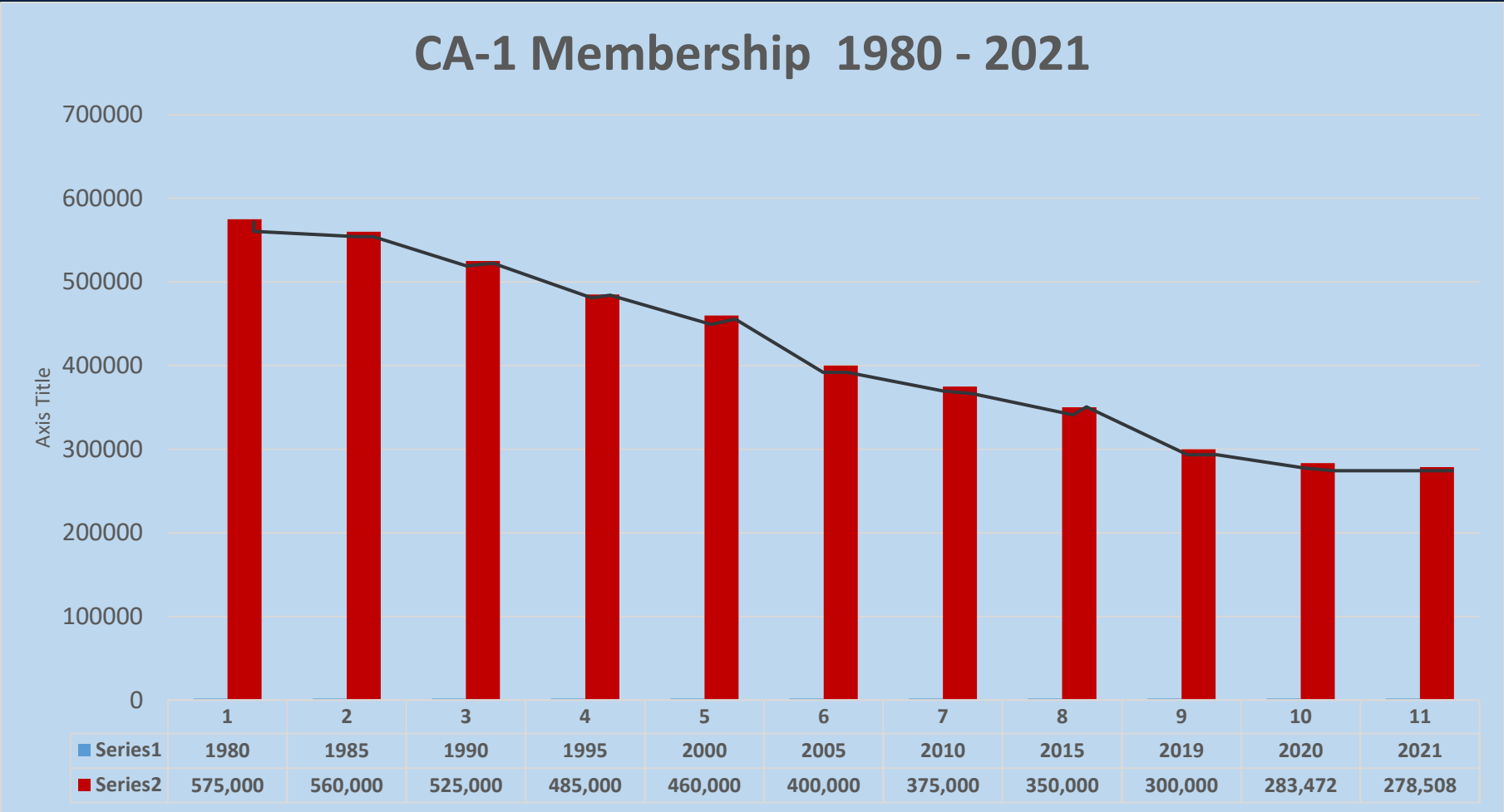
-3,621

-1,971

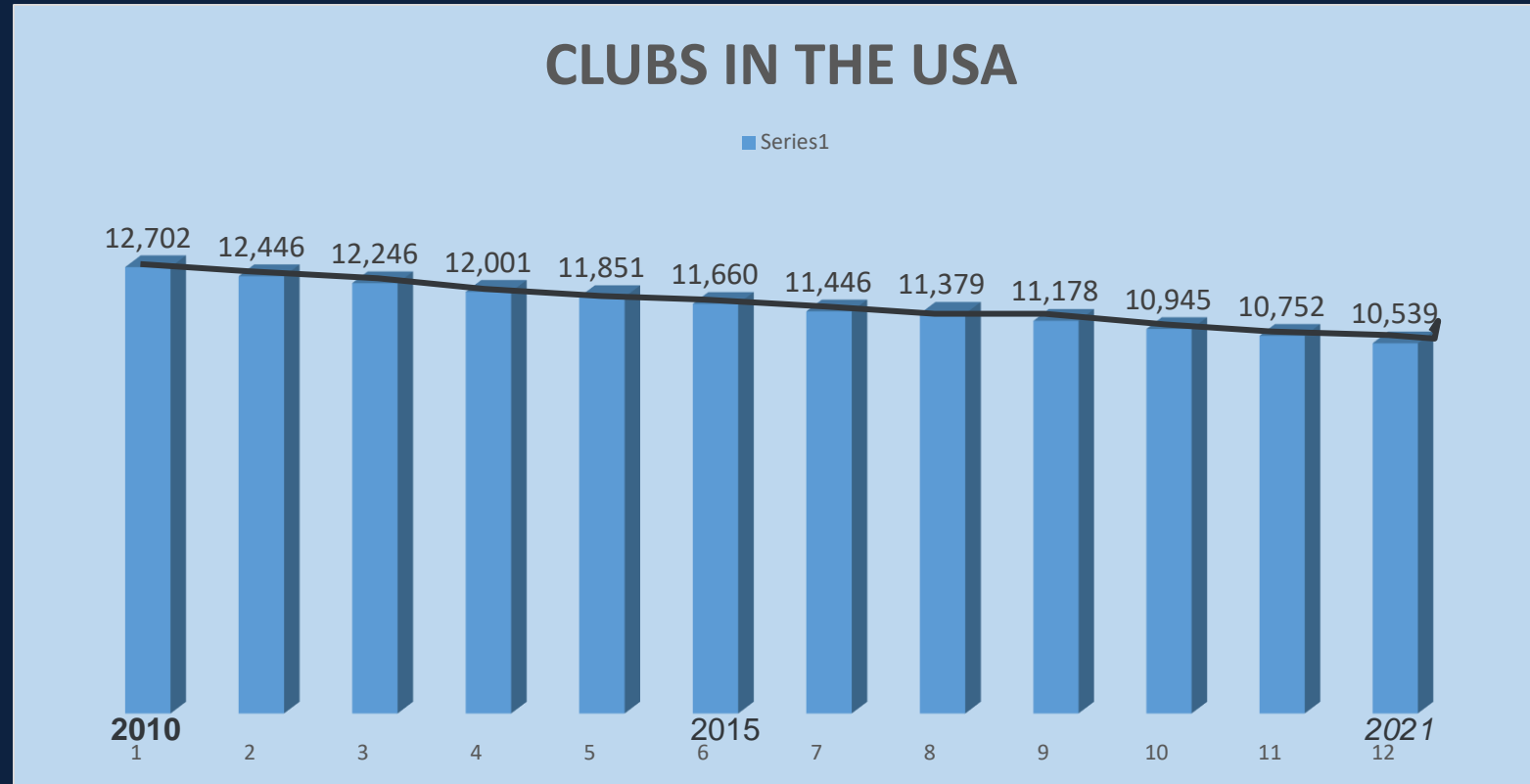
-971

Average gain/loss membership totals by CA for 2017-18, 2018-19, 2019-20 FYs

The Need to change



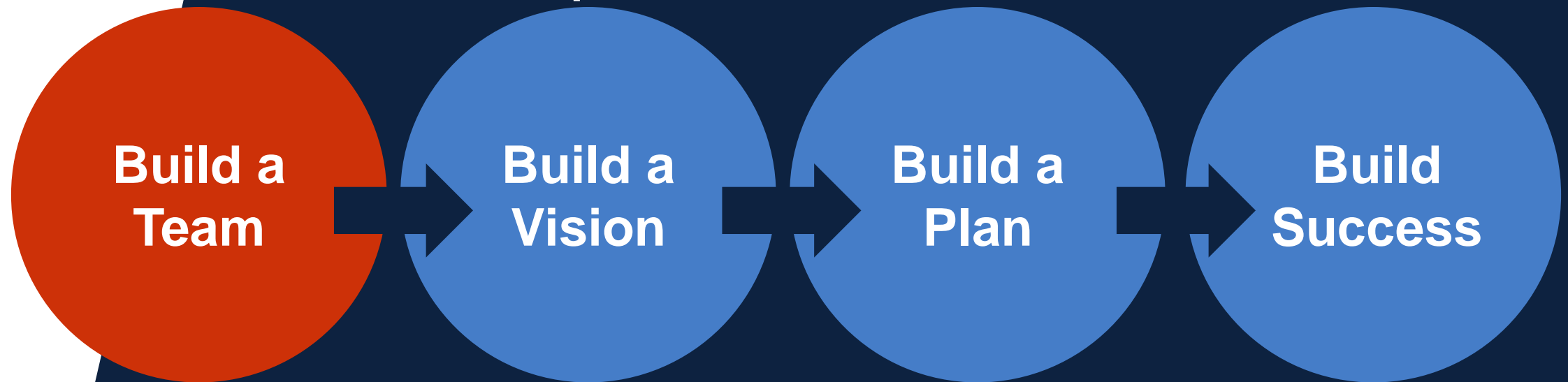
The Need to Change





Global Membership Approach process

4 Step Process to address membership development issues



Integrating Global Membership Approach into District Goals

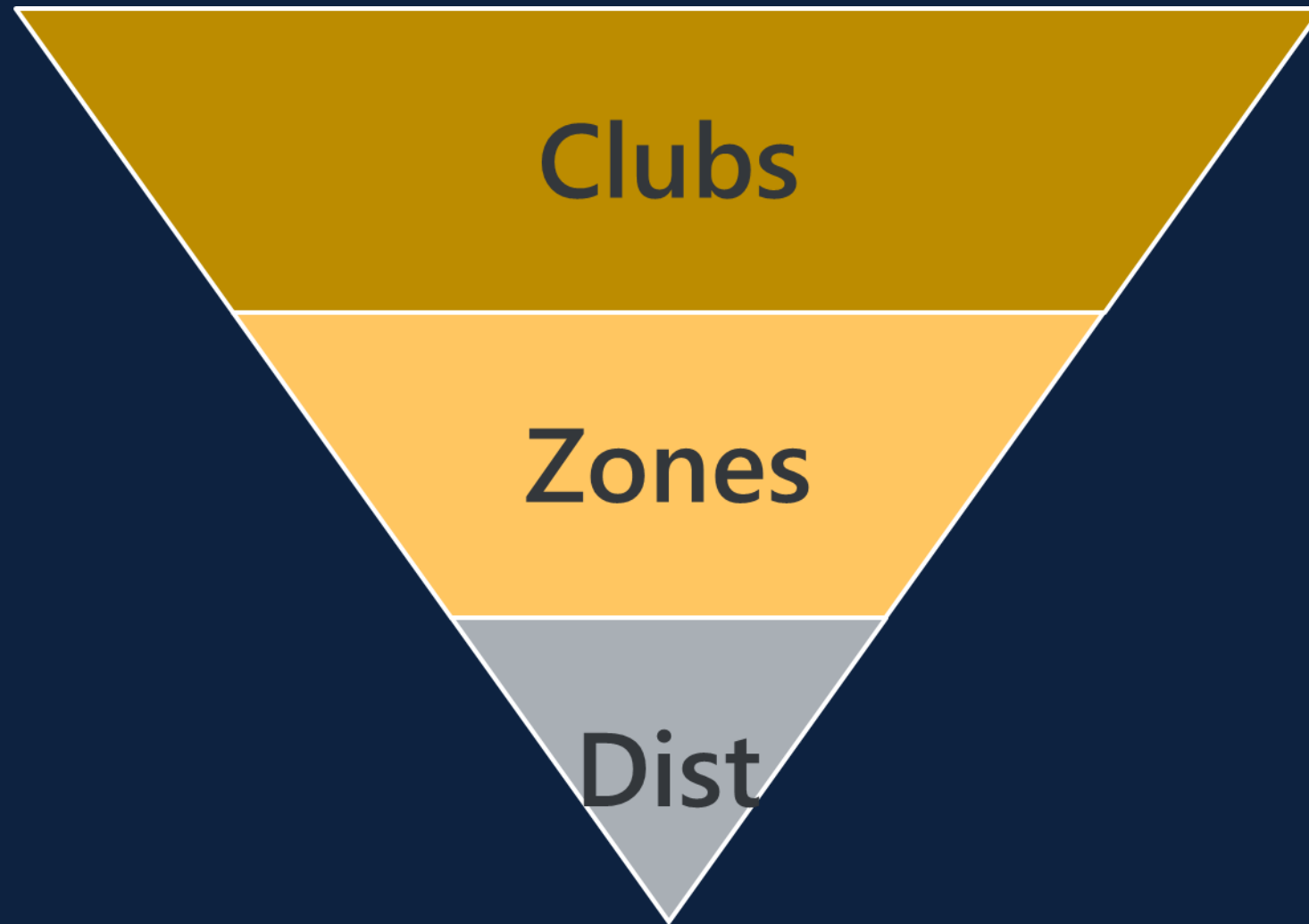
Membership Development

Membership growth targets in support of **Mission 1.5**

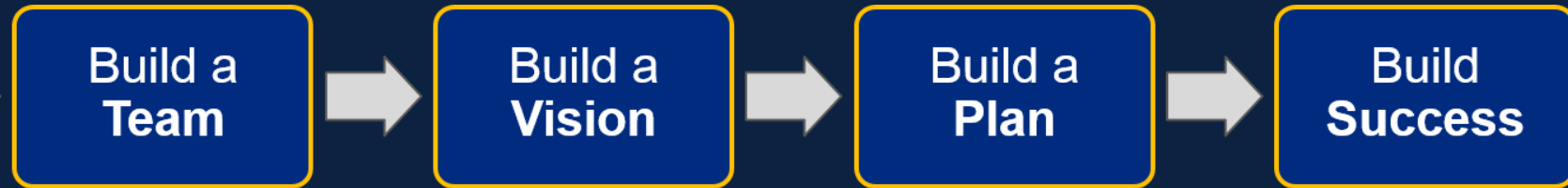
- Focus on new club development, new member recruitment and Net Gain
- FVDG and DGE will use GMA process
 - Build a Team
 - Build a Vision
 - Build a Plan
 - Build Success
- Through this process, districts will be able to conduct strategic analysis and build a plan to achieve MISSION 1.5 targets and execute action plan



Global Membership Approach for Clubs



Global Membership Approach for Clubs



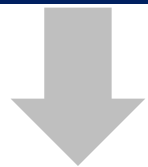
- 1 Build a Team of Club Leaders
- 2 Build a Vision, Assess Needs and Set Goals
- 3 Build a Plan to Achieve our Goals
- 4 Build Success



Global Membership Approach Areas of Focus

1

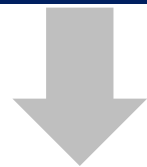
**Rejuvenate
districts with
new clubs**



**New
clubs**

2

**Revitalize clubs
with new
members**



**New
members**

3

**Re-motivate
members with
new fellowships
and exciting
service**



**Member
satisfaction**

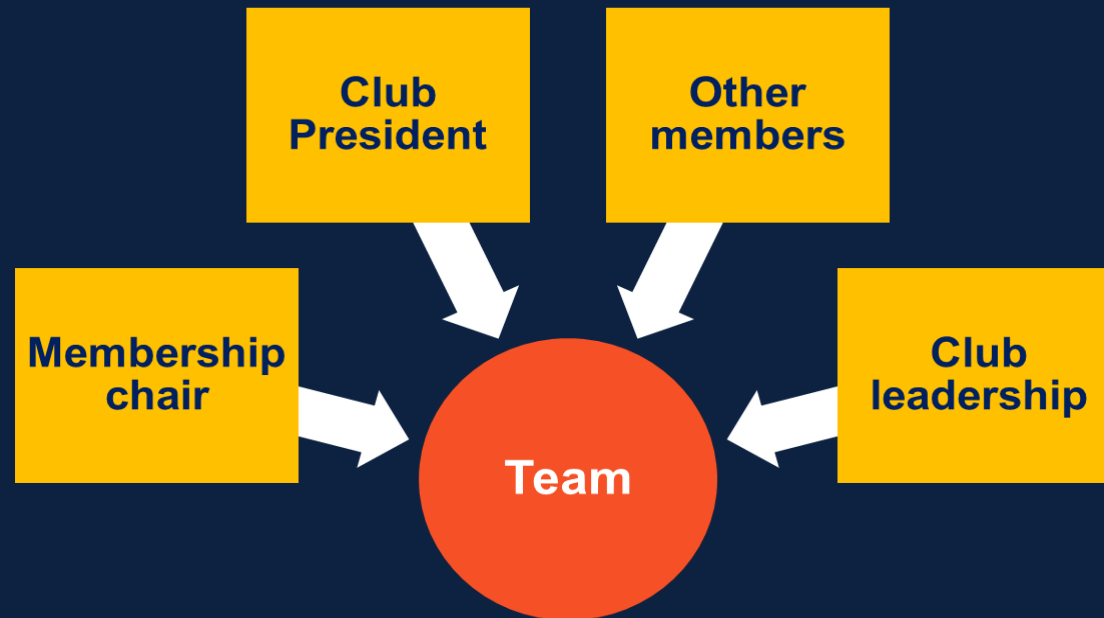
4

**Provide training
and support for
our Lion leaders**



**Leader
support**

Build a Team of Club Leaders



Build a Vision, Assess Needs and Set Goals



The Path to Club Improvement (SWOT ANALYSIS)

STRENGTHS 1. 2. 3.	WEAKNESSES 1. 2. 3.
OPPORTUNITIES 1. 2. 3.	THREATS 1. 2. 3.

Focus on Strengths and Weaknesses

- Leverage your strengths
- Manage your Weaknesses





Strengths

New clubs	New members
Member satisfaction	Leader support

What exists or is currently being done well?

1. Good leadership and potential
2. Large population and growth
3. Diversity
4. Schools, colleges
5. Leo Clubs
6. Get Undergraduates
7. Service projects
8. Support for LCIF
9. Good training
10. Online training during Covid-19
11. Communication
12. Zone structure
13. Region Chairs
14. GMA good resource for districts



Weaknesses



What exists or is currently being done that can be improved?

1. Losing members
2. Older members
3. Help struggling clubs
4. Guiding Lions
5. Communications
6. Responsibility of Zone Chairs
7. Website
8. New member training at club level
9. Other languages if needed
10. Attendance in cabinet meetings
11. MMR reporting
12. Service activity report
13. Clubs responsibility
14. Recognitions

GMA Template



- A one page simplified GMA Process template for clubs to be used
- To be distributed to club Presidents
- After completion to be given to Zone Chairs and to the Governors.

GMA PROCESS TEMPLATE (CLUBS)

1. BUILD A TEAM: Club Leadership and other members
2. BUILD A VISION: SWOT Analysis

STRENGTHS	WEAKNESSES
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____
6. _____	6. _____

3. BUILD A PLAN.....(GOAL SETTING)

MEMBERSHIP: Induct New Members _____

Retention: Drops not to Exceed _____

SERVICE: People Served _____

Service Activities _____

LEADERSHIP DEVELOPMENT: New Member Orientation _____

Officer Training _____

Leadership Forums _____

LCIF : Goal \$\$ _____

ACTION PLAN;

Action Step	Responsibility	Resources Available	Start Date	End Date

ESTABLISH GOALS





Specific

Ensure that the objective is clear.



Measurable

Benchmarks and progress must be measurable.



Actionable

Each goal must be achievable.



Realistic

Challenging but not unrealistic.



Time Bound

Timeframe that outlines a schedule of progress.



Focus Area 1

Rejuvenate Club with New Members

1. What opportunities exist to expand membership?
2. What do we need to do to better recruit members?
3. Why are members not joining our club?
4. Why do people join our club?



Focus Area 1

Rejuvenate Club with New Members

- Attract younger members to join
- Encourage membership drives/growth events at district and club levels. Virtual Events
- Connect with family, friends, community and business enterprises
 - Focus on changing demographics to recruit new members. Hispanic and Black communities are underrepresented.
- Recruit more women
 - Participate in community events to recruit new members and educate about Lionism
- Rejuvenate clubs with less than 10 members or less.
- Collaborate with Faith Based Organizations
- Close the gap between no growth clubs and high growth clubs



Focus Area 1

RETENTION PLAN

- Clubs need to be flexible. My Club-My Way.
- Proper induction of new members
- new member orientation
- develop a mentorship program
- Club Excellence Program
- keep members engaged by planning relevant service activities
- conduct club ratings and member satisfaction surveys
- make new members and transferred members welcome
- Involve Region and Zone Chairs





Membership Goals

- By the end of the _____ FY, our club will sponsor/charter _____ new clubs.
- By the end of the _____ FY, our club will induct _____ new members.
- By the end of the _____ FY, our club will lose no more than _____ members.

GMA Template

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Establish Goals for

1. Membership
2. Service
3. Leadership Development
4. LCIF Contributions



GMA PROCESS TEMPLATE (CLUBS)

1. BUILD A TEAM: Club Leadership and other members
2. BUILD A VISION: SWOT Analysis

STRENGTHS	WEAKNESSES
1. _____	1. _____
2. _____	2. _____
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3. BUILD A PLAN.....(GOAL SETTING)

MEMBERSHIP: Induct New Members _____

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SERVICE: People Served _____

Service Activities _____

LEADERSHIP DEVELOPMENT: New Member Orientation _____

Officer Training _____

Leadership Forums _____

LCIF : Goal \$\$ _____

ACTION PLAN;

Action Step	Responsibility	Resources Available	Start Date	End Date

ACTION STEPS (Membership Development)

ACTION STEP	RESPONSIBILITY	Required Resources (team members, funding, technology)	DATE	End Date
			July 1	
Form a team 4-6 members Club Extension Team. Member development as per goals	GMT	MD-2 Membership Dev. Grant	June 2021	June 2022
Help conduct Membership events (Virtual or face to face)	GMT and Team/Club Memb Chair/Zone Chairs	Memb. Development Grant. Just Ask guide	July-ongoing	May
Focus on underrepresented groups and younger members	GMT/Team/Zone Chairs	Team members. Conduct district wide analysis and focus on specific areas	July 2021	June 2022
Have a Retention Plan	GMT/Team	Encourage exit interviews. Clubs to keep members engaged. Member satisfaction	July-ongoing	June 30, 2022
Clubs to be flexible MyClubMy Way	Club Presidents		Ongoing	
Membership Chair Training	GLT	Zoom virtual or face to face.	Sep-Oct	



Focus Area 2

Revitalize Clubs with New Service Opportunities

1. Are the club's service projects relevant to current community needs?
2. Are members enthusiastic and actively involved in service projects?
3. Is club leadership receptive to members' ideas for new service ideas?
4. Do our service projects attract new members?



ACTION STEPS (SERVICE)

District 2-X1 historically exceeds service goal by serving 150,000 people in all five areas of Global Causes. Goal is to serve 150,000 people during 2021-2022

ACTION STEP	RESPONSIBILITY	RESOURCES	START DATE	END DATE
Form a Team	GST Coordinator	Club Service Chairs	June 1, 2021	June 30, 2022
Training, MyLion	Club Service Chair, GST coord.	Zoom, In person	July, Aug	
Clubs perform a service project every month	GST Team, Club Service Chairperson, Zone Chairs	Club Impact Grants	Ongoing. July 15, 2021	June 30, 2022
Participate in District wide projects	DG, GST, Club Service Chair, Zone Chairs	LCIF Grants. During Cabinet Mtgs	Ongoing, July, 2021	April 2022



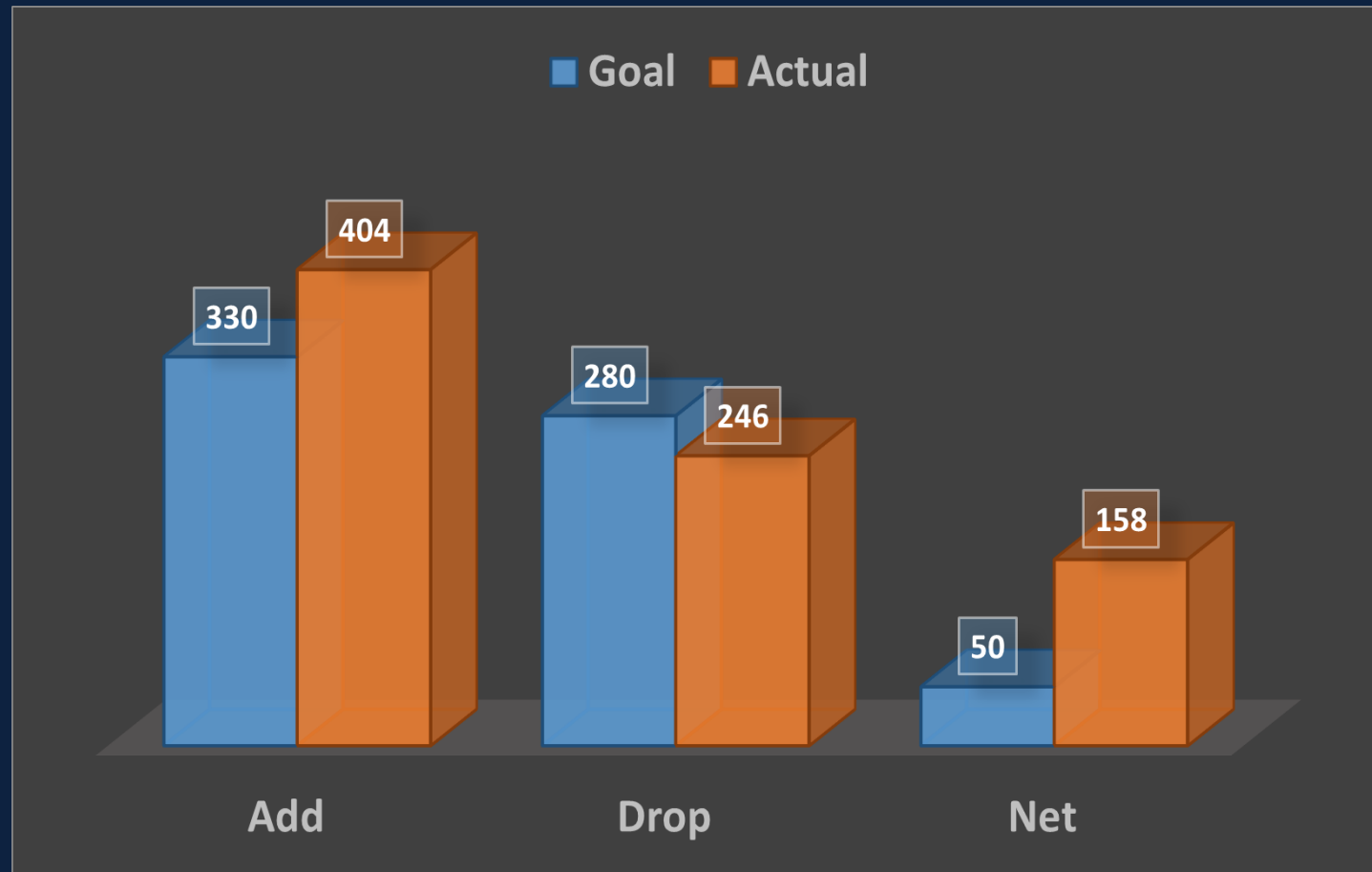
Focus Area 3

Excel in Leadership Development and Club Operations

1. Do club officers participate in training for their positions?
2. Are members encouraged to take leadership positions?
3. Do members regularly attend and participate in club functions?
4. Do you need to reconsider the format of club meetings?



2-X1 Membership Goals Status July 2023 – May 2024



BUILD SUCCESS



Focus Area 4

Share your Club's Achievements with your Community

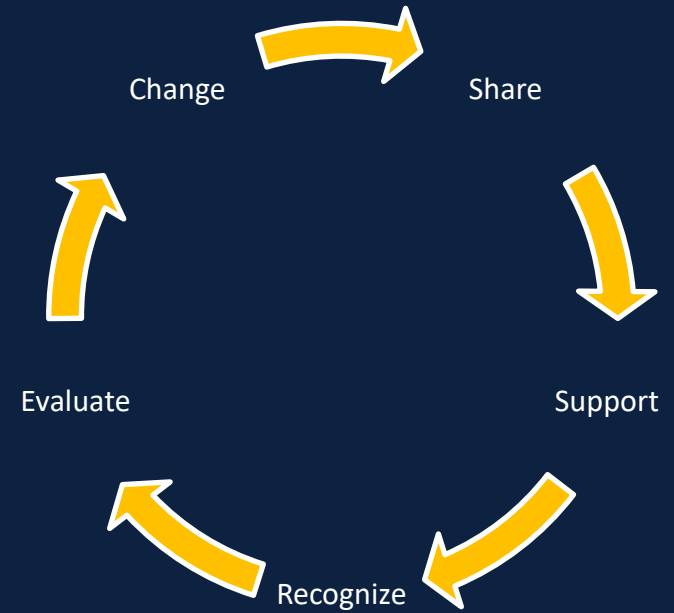
1. Is the club active on social media (Facebook, Instagram, Twitter)?
2. Does your club have an e-Clubhouse or website?
3. How are you keeping the public informed of your events?
4. Do we include welcoming messaging that encourages people to join?



Build Success

To be Successful:

- **SHARE**
- **SUPPORT**
- **RECOGNIZE**
- **EVALUATE**
- **CHANGE**





We're on this journey together!

Support is available...

1. Global Action Team leaders
2. Lions Clubs International GAT Staff
3. PIPs, PIDs, PCCs and PDGs
4. Existing Committees
5. DGs in other districts
6. Zone/Region Chairpersons and Certified Guiding Lions
7. Club Leadership and Lion Members





Resources Available

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 \(LLC\)](#)
- [Better Communities, Changed Lives](#) brochure
- [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
- [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 and [webinar recording](#)
- [Lioness Bridge Program](#) webpage
- [Leo-Lions Club](#) webpage
- [Campus Clubs](#) webpage
- [Club Branch](#) webpage

www.lionsclubs.org/start-a-new-club



Resources Available

Rejuvenate Clubs with New Members

Getting Started

- [Invite Members](#) webpage, including the [Just Ask!](#) Guide and [Membership Application](#)
- [Mentoring Program](#) webpage
- [The Benefits of Being a Lion](#)
- [Just Ask! New Member Recruiting Guide](#)
- [Membership Application Flyer](#)
- [Recruitment Night PowerPoint](#)
- [New Member Induction Ceremonies](#)
- [New Member Orientation](#)

Potential Members

- [Young Adults](#) webpage with recruitment tools
- [Recruiting Community Influencers](#) ideas
- [New Voices Initiative](#) webpage and [I am a Lion](#) brochure
- [Leo-Lion](#) webpage

www.lionsclubs.org/en/resources-for-members/resource-center/club-membership-chairperson



Resources Available

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](#)
- The [Serving Safely](#) webpage and webinar recording on [Virtual Service Activities](#)
- [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



THANK YOU

