



Global Membership Approach

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Global Membership Approach combines a strategic approach and a set of resources for district teams to utilize to develop membership by:

- Rejuvenating districts with new clubs
- Revitalizing clubs with new members
- Re-motivating existing members with fellowship and exciting service.

The approach has universal applicability, with the ability to customize based on regional needs and circumstances.

Background

In October 2018, the Membership Development Committee approved a pilot program to grow membership in CA I and CA II. This pilot program was called the North American Membership Initiative. The pilot was implemented through June 2020 and resulted in the aforementioned approach toward membership development. The North American Membership Initiative was renamed the Global Membership Approach and was rolled out globally in June 2022.

Global Membership Approach Intersection with Lions International Strategic Plan

The goal of the Global Membership Approach is positive membership growth. This goal is fundamental to the broader goal of the Lions International Strategic Plan: to be the global leader in community and humanitarian service. Similarly, many of the strategies outlined in the Lions International Strategic Plan will directly and indirectly support the objectives of the Global Membership Approach.

Participation in the Global Membership Approach is determined at the district level. Many of the programs and resources developed through the Lions International Strategic Plan will be implemented at the international level, such as repositioning the global causes, or club level, such as increasing member satisfaction with their club experience. As such, the Lions International Strategic Plan will support, not replace the district action plans developed through the Global Membership Approach.

Timeline and Budget

All CAs piloted this approach, with regional variances in 2021-2022. The Global Action Team (GAT) drove the piloting process, and provided support and accountability in each CA. The best ideas are being integrated in the worldwide process in 2022-2023.

2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
North American Membership Initiative Startup	Nine pilot districts in CAs I and II tested the approach	All districts in CAs I and II could opt in, CAs III-VIII startup.	All districts in CAs I and II, and pilot districts in CAs III-VIII	All districts worldwide can participate

As of September 2020, there is no budget associated with the Global Membership Approach, as it is an approach, and the included resources are already covered under existing budgets. As the approach is refined, there may be aspects of the approach that require new budget. These could include (but are not limited to):

- Mobilizing GAT to support the approach
- Any award developed as a permanent aspect of this approach
- Any additional expenses required to provide strategic oversight and resource development, such as headcount.

Global Membership Approach Ownership and Responsibilities

While the ownership and project management of Global Membership Approach falls under the purview of the Membership Development Committee and Division, other stakeholders will be needed to ensure success. Specific responsibilities are listed below.

Division	Responsibilities
Membership Development	<ul style="list-style-type: none"> • Approach owner • Provides project management and coordinate with other divisions to ensure deliverables are met. • Develops and enhances resources as needed to support Global Membership Approach. • Inform and support Membership Development Committee • Reviews board policy and update appropriately • Analyzes both quantitative and qualitative data to update resources, identifying regional differences. • Works with Marketing to develop branding, talking points, FAQ's and PPTs • Works with Leadership Development and Member Ops and Support on training approach, consolidation of curriculum and training materials • Collaborates with Member Ops & Support on GAT leadership engagement and support framework • Schedules regular monthly Stakeholder meetings • Reviews best practices and lessons learned and updates Global Membership Approach • Reviews existing resources based on updates from the implementation of the Global Membership Approach • Handles translation requests and develops reports

Leadership Development	<ul style="list-style-type: none"> • Incorporates into FVDG/DGE curriculum and training events • Develops Group Leaders communication and engagement strategy • Works with Membership to develop curriculum and training materials for other leadership levels as needed. • Reviews existing LD resources and materials for potential updates • Reviews board policy and updates appropriately
Member Ops & Support	<ul style="list-style-type: none"> • Works with Membership and Leadership Development on training approach, consolidation of curriculum and training materials • GAT Lion Leader and GAT staff project management • Aids in the development of regional resources to support CA/RA/Area leadership • GAT staff support CA/RA/Area leadership in the development of regional Global Membership Approach plans to promote the process and supporting resources • Gathers feedback to share with Divisions • Aligns with district goals resources incorporating best practices • Updates MSC Team and updates Knowledge Base • Coordinates engagements with Executive Officers, GAT Chair, and GAT CA/RA Leaders • Reviews existing GAT resources and materials for potential updates • Reviews board policy suggest updates to respective divisions for consideration. • Updates GAT Roles and Responsibilities
Marketing	<ul style="list-style-type: none"> • Develops a marketing communication strategy to promote Global Membership Approach • Supports the development of branded resources including, talking points, event materials, FAQ's, PPT templates, etc. • Develops web and social media strategy • Shares "Best Practices" and "learnings" from North American Membership Initiative • Implements communications plan and identifies opportunities to promote Global Membership Approach in corporate communications • Supports the development of customizable collateral for field leaders • Reviews board policy and updates appropriately
District & Club Administration	<ul style="list-style-type: none"> • Support the translation for resources • Develop guide to aid translation of regionalized resources • Tracks and catalogue regionalized versions of resources • Review and update MD/D/Club positions roles and responsibilities for possible updates • Supports the review of existing resources and materials for potential updates • Reviews board policy and updates appropriately
Operations Team	<ul style="list-style-type: none"> • Oversees the completion of the North American Membership Initiative pilot • Shares lessons learned with Divisions to incorporate in future Global Membership Approach and resources.