



Global Membership Approach

Frequently asked questions

1. What is the Global Membership Approach?

The Global Membership Approach is the process designed to support districts worldwide against the global membership decline.

2. How was this approach developed?

During the October 2018 board meeting, the Lions Clubs International Board of Directors authorized the start of the North American Membership Initiative pilot program to address struggling membership growth in North America. As a result, a step-by-step process was developed to address membership development issues based on available resources and regional adaptations to meet the specific needs of each district.

3. Why is the Global Membership Approach important?

Evidence of membership declines resonates with Lions worldwide. This process can revitalize membership growth to add more active hands in support of our core mission to meet humanitarian needs and be the global leader in impactful service.

4. What are the Global Membership Approach objectives?

1) Rejuvenate districts with new clubs, 2) Revitalize clubs with new members, 3) Re-motivate members with new fellowship opportunities and exciting service, 4) Provide training and support to our Lion Leaders and 5) Finish each year with a positive membership net growth.

5. How does the Global Membership Approach fit in with the 2022-2023 District Goals?

The established membership development goal focuses on three data points: new members, new club development and member retention.

First vice district governors/ district governors-elect will complete their district membership development goal using the Global Membership Approach. Through this process, districts along with their regions/zones will be able to conduct a strategic analysis of the needs of their district, set realistic membership targets and build a plan to ensure a successful year ahead. Global Membership Approach developed goals and action plans will be submitted through the district goals submission platform once available. Although the Global Membership Approach is focused on membership development, the fundamentals of the

approach can also be applied to support the three other district goals focus areas: Leadership Development, Service, and LCIF support.

6. Who is leading this approach?

The Global Membership Approach is being led by IPIP Douglas Alexander, IP Brian Sheehan and VP's Patti Hill and Fabricio Oliveira, alongside GAT Lion leaders.



7. Where can I find more information about the Global Membership Approach process, resources and results?

You can find information, resources and results on the Global Membership Approach webpage www.lionsclubs.org/global or you may request more information by contacting membership@lionsclubs.org or by contacting your local GAT Constitutional/Regional or Area Leader.

8. Who leads the initiative in the districts involved in the Global Membership Approach?

It is recommended that the district GMT Coordinator under the direction of the District Governor promotes and manages the approach, fosters execution, and reports results. The District GMT Coordinator works with the district governor team, GST, GET and GLT coordinators, region/zone chairpersons and other district leaders on plan development, implementation, and accountability. However, the Global Membership Approach lead role can be regionally adapted and be filled by a Past District Governor or another respected leader.

9. What are the roles and responsibilities of council chairpersons with Global Membership Approach districts?

Council chairpersons review the goals and plans of their districts and demonstrate support of the approach and its leaders. They should allocate time at their council meetings for progress updates, next steps, idea sharing and issue resolution.

10. What are the roles and responsibilities of the district governor teams in the districts involved in the Global Membership Approach?

District governor teams are directly involved with planning, promoting and supporting global Membership Approach activities throughout their districts. Individual roles are identified during the team building process within each district.

11. How is the GAT involved?

The GAT volunteer network serves as the primary communication and support channel for the Global Membership Approach. For example, at the district-level, the GMT would be responsible for ensuring that the Global Membership Approach is implemented. GAT Area Leaders would provide webinars to share processes and resources with GAT MD leaders, DG teams and GAT coordinators. GAT MD Leaders would review district goals and plans, so they can assist districts with implementation and accountability.

12. How can districts directly engage their clubs in support of the Global Membership Approach?

Each district should engage their clubs in projects throughout the year, including leadership development, club marketing and welcoming new members into their clubs. Engagement at the club level is the foundation to successful membership growth and retention.

13. How is the Global Membership Approach funded?

The Global Membership Approach is being funded with existing operational budgets.

14. What funding is available for participating districts?

Districts can apply for existing LCI and LCIF grants as well as set aside district funds to implement their Global Membership Approach plans.