

Goodbye (and thank you), North American Membership Initiative.

In 2018, constitutional areas (CAs) 1 and 2 set out to rejuvenate membership growth in their districts. Through this effort — known as the **North American Membership Initiative** — pilot districts developed, tested and fine-tuned the framework for a member recruitment strategy. **The pilot was a success and now it's time to go global.**

Hello, Global Membership Approach.

This approach will serve as a roadmap for membership development in all constitutional areas, including CAs 1 and 2. With training, resources and support from the Global Action Team, District Governors will lead the charge to rejuvenate membership in their districts.

Effective July 1, 2021, the North American Membership Initiative will officially be part of the **Global Membership Approach**.

Learn more at lionsclubs.org/global.



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