

Plan for your Club's Success (Global Membership Approach, GMA)



GMA is a **PROCESS** by which a club can grow membership and improve community service !

Why do we need GMA?

25 years ago Texas had 50,000 Lions, today 22,000

District 2-E2:	2010	2,102 Lions
	2015	2,222 Lions
	2020	1,626 Lions



Texas has lost 28,000 Lions in 25 years ! (1,120 per year)

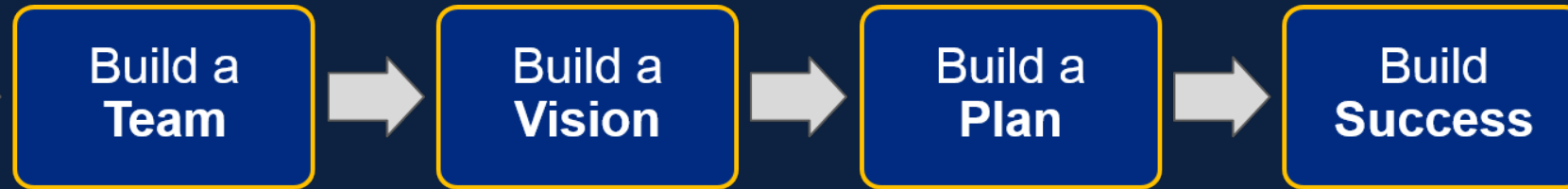
2-E2 has lost c.a. 500 Lions in 10 years !

Doing the same thing repeatedly and expecting different results is the definition of insanity !

- Unknown



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



Build a Team of Club Leaders

Current Leaders: Identify who can carry out and lead the development of the strategy.

Future Leaders: Include Lions who can serve as future leaders. Lions who have held leadership positions, who can provide insight, support and are interested in the future of the club.

Poll the Members: To gain a full perspective of your club's needs. Look for a cross section of members who represent the club or in smaller clubs involve as many members as possible (established members, new members, young Lions, professionals) to both understand their needs and engage their talent.



Build a Vision, Assess Needs and Set Goals





Focus Area 1

Rejuvenate Club with New Members

Discussion Questions

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 2



Revitalize Clubs with New Service Opportunities

Discussion Questions

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?

Focus Area 3



Excel in Leadership Development and Club Operations

Discussion Questions

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?

Focus Area 4



Market your Club's Achievements with your Community

Discussion Questions

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?

SWOT Analysis



- Leverage our Strengths
- Manage our Weaknesses
- Take advantage of Opportunities
- Minimize impact of Threats



FOR MORE INFO & HELP

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THANK YOU!



Lions Clubs International