

GAT/NAMI Report
MD-32 Council of Governors
Annual Meeting, June 6, 2020

The North America Membership Initiative (NAMI) is a focused program authorized by the International Board of Directors to address and reverse the decline in Lions membership in Constitutional Areas 1 and 2 (CA 1 and CA2) – North America. The initiative is being led by International Vice Presidents Doug Alexander, Brian Sheehan, and Patti Hill. It is being closely followed by the International Board of Directors.

Following 15 months as a pilot program with 9 districts, NAMI has officially been turned over to the Global Action Team for action and accountability and opened to all districts in North America. Today, NAMI has been endorsed by 231 of the 266 districts in North America, or 87%. The NAMI Areas of Focus are:

1. Rejuvenate Districts with New Clubs
2. Revitalize Clubs with New Member
3. Re-motivate Members with New Fellowships and Exciting Service
4. Support District and Club Leaders

I am working with the District Governor Teams in Florida, Georgia, North Carolina, and South Carolina that have opted into the NAMI Program. Currently that includes 12 of the 15 districts in Constitutional Area 1M. NAMI Champions have been selected for all 12 districts and are working with DG Teams to complete their Build a Team, Build a Vision, and Build a Plan processes by the end of this month, so they can start to Build Success on July 1.

NAMI is an evolving program to help develop and test best practices for membership growth and club development. If successful, further expansion to other Constitutional Areas around the world will be planned for 2021-2022.

Respectfully submitted,

PCC C. David Lloyd
GAT Area Leader, CA 1M
NAMI Champion, MD-32 and District 32-S