



Global Membership Approach

D130 Bulgaria & Provisional Region Bulgaria

Report 2

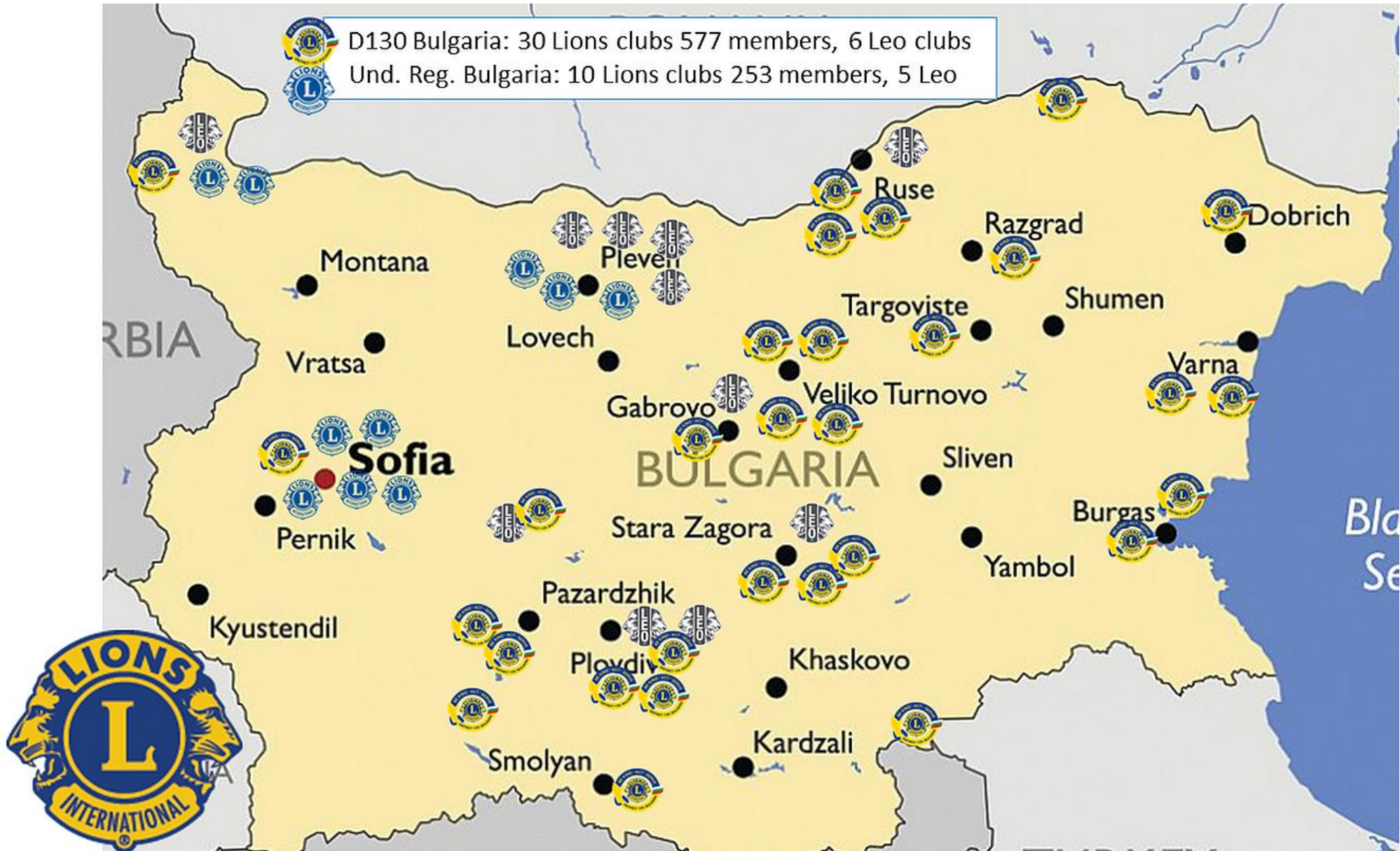
23.08.2021



Lions Clubs International



Lions and Leo clubs in D130 and Und. Region Bulgaria, April'21



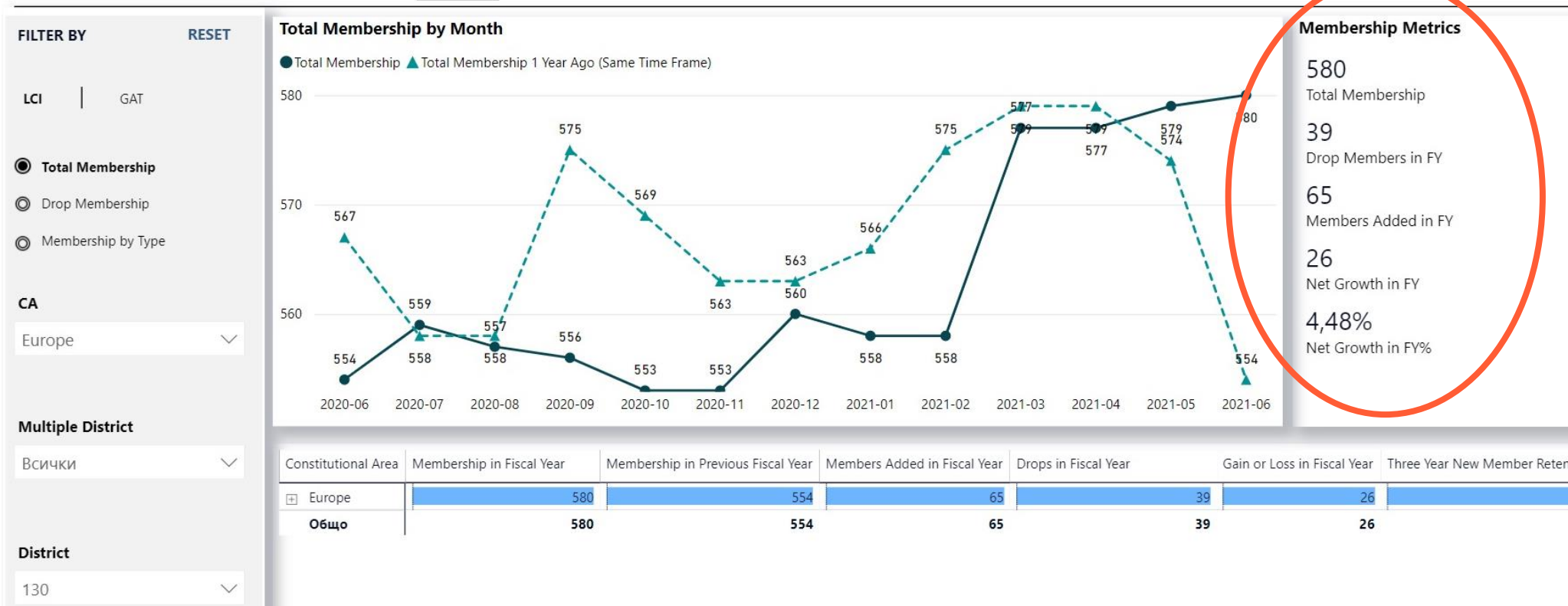


D130 membership 2020-21

Insights

Home Campaign 100 District Goals Progress Lear

Overview **Membership** Service Activities Donations Clubs



November 2020: New Leo Omega club Plovdiv Legenda chartered

March 2021: New Lions club Veliko Tarnovo Yantar chartered

April 2021: Leo District started with 6 clubs from D130 + 2 clubs from Und.Region 3





D130 membership 5 Years Trend

District 130

As of June 2021 Cumulative

Year	New Clubs	Dropped Clubs	Gain/Loss Clubs	New Members	Charter Members	Reinstate Members	Transfer Members	Total Member Added	Total Members Dropped	Gain/Loss Members
2016-2017	0	2	-2	33	1	0	0	34	71	-37
2017-2018	0	1	-1	33	17	1	0	51	87	-36
2018-2019	1	2	-1	41	20	0	0	61	63	-2
2019-2020	0	0	0	49	3	1	0	53	66	-13
2020-2021	1	1	0	45	30	0	2	77	46	31
Average	0	1	-1	40	14	0	0	55	67	-11

2020-21 District Goals

Membership Growth Recognition

The following is a list of districts who have met or exceeded their net membership growth goal for the 2020-21 Lions year.

Thank you for all of your hard work and dedication to our organization, as it has strengthened our ability to make a global impact and meet the needs of those we serve.

CA 4: Europe

- * 103CC
- * 108 YA
- * 112 C
- * 117 B
- * 120
- * 103SE
- * 108 YB
- * 114 M
- * 118 E
- * 130
- * 107 F
- * 1110M



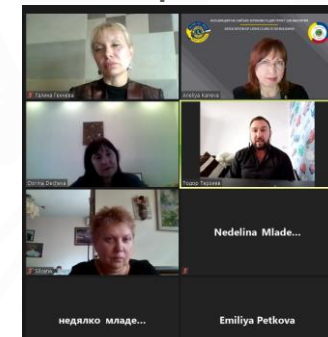
Undistricted Region Bulgaria membership, May'21

District	State or Country	Total Clubs	New Clubs	Dropped Clubs	Reorg Clubs	Status Quo Clubs	Charter Members	New Members	Reinstated Members	Transfer Members	Total Mbr Added	Total Mbr Drop	Total Mbr Status Quo	Total Membership	Gain/Loss Fiscal Period
	REP OF SAN MARINO	1										5		37	-5
	CYPRUS	15	1	2	2		42	52	6		100	76		434	24
	REP OF MOLDOVA	4	1				20	14			34	8		61	26
	PRIN OF MONACO	1										1		36	-1
	GIBRALTAR	1										1		17	-1
	BELIZE C.A.	4			1			29	3		32	10		143	22
	REP OF LATVIA	7			1			4			4	3		74	1
	NEW CALEDONIA	12			1			29		2	31	20		214	11
	HAITI	17	11	1	5		309	22	54		385	27		424	358
	REPUBLIC OF KOSOVO	3					4	8	1		13	17		70	-4
	ARMENIA	6			6			1			1	4		55	-3
	MONGOLIA	5	1	1	1		21	5		2	21	27		88	1
	BULGARIA	12	2		1		50	31		1	82	12		298	70
	SERBIA	5			2		2	2	1		5	8		51	-3
	Rep of South Sudan	1		1				9			9	25		31	-16



Progress

- GMA presented at D130 Cabinet Zoom meeting on 23rd of January'21 by DG
- GMA Pilot next steps discussed at D130 Cabinet Zoom meeting on 27th of March'21
- 1-st session to start Build a Team on 17th of April (start of team forming initiated, with absence of DGE and Und. Region Chairperson or any representatives, though invited)
- At National Convention of D130 on May 30th the Cabinet 2021-22 was elected with Region and Zone chairpersons announced by DGE – to join the team.
- Immediate Past Region Chair of Und. Region P. Petrov was positive to support the Pilot GMA, even if not being able to get involved personally. The Region's assembly on 23rd of June elected new Region/Zone chairs 2021-22 (RCh: Stoyan Kovachev)
- D130 Cabinet 2021-22 meeting on July 3rd, 2021 for handover and to complete forming the team. DG Goals submitted. Zone and Region chairs will have major role, as well as GAT coordinators.
- RLLI planned for 4-5th of Sept. and General Assembly of D130 on 6th of Sept. at Shkorpilovtsi, near Varna.





Progress



Area of Focus		
<input type="checkbox"/> Service Activities	<input type="checkbox"/> Leadership Development	<input type="checkbox"/> Custom Goal
<input checked="" type="checkbox"/> Membership Development	<input type="checkbox"/> Campaign 100	

Goal Statement
By the end of the 2021-2022 fiscal year, our district will start 2 new club with 20 charter members each.

Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
Discussion with clubs boards on opportunities to attract new members	DG, Regional and Club chairpersons, club presidents	Virtual meeting platform, meetings, e-mails, phone calls	7/1/21	11/30/21
Invitations on events of guests from different target groups	Club presidents	Meetings, invitations. Social media posts	7/1/21	6/30/22
Follow up with prospective members and invite them to district-wide service project where they will be able to network and learn more about the impact Lions make.	DG, GMT district coordinator, GST district coordinator,	Email, phone, list of prospective members and contact information, method for tracking responses, electronic-version of invitation	9/1/21	5/31/22
Follow up with all new and prospective members thanking them for their attendance and interest in joining and invite them to an organizational meeting.	GMT district coordinator	Phone, email, date, time and location of the organizational meeting, contact list of all prospective members	9/1/21	5/31/22

Host organizational meeting to elect officers and begin planning for new club's first service project.

Club to work with pending new club to complete application and ensure the club is chartered	DG, club boards	New Club Development Guide, computer, internet, names and contact information for each new member	10/1/21	5/31/22
The Guiding Lion sets up a meeting with the new club officers to begin new club officer training.	Guiding Lion	Certified Guiding Lion Training Course workbook, meeting place or platform, contact information for new club members, club officer training materials, new member orientation materials	10/1/21	5/31/22
Plan the ceremony and ensure including it in the agenda of the district	Guiding club, DG	invitations, meeting space, request materials	11/1/21	5/31/22
Begin implementing marketing plan • Rework Lions press release forewent • Contact local press with event information	DG, GMT district coordinator and Marketing Communications Committee members	Contact information for local press, downloaded copy of "Generic Press Release Template", electronic and newspaper print ads, grant funding for print ads, access to the Marketing Communications Guide on lionsclubs.org	1/1/22	5/31/22
Prepare membership certificates and start packages	D secretary	Start packages	1/1/22	5/31/22
Conduct ceremony and present certificates and pins to new members	DG, GMT district coordinator and district convention committee	New member certificates, pins, list of inductees and their proper pronunciation, list of lions who contributed to the success of the ceremony, induction speech	1/1/22	5/31/22

Area of Focus		
<input type="checkbox"/> Service Activities	<input type="checkbox"/> Leadership Development	<input type="checkbox"/> Custom Goal
<input checked="" type="checkbox"/> Membership Development	<input type="checkbox"/> Campaign 100	

Goal Statement
By the end of the 2021-2022 fiscal year, our district will reduce dropped members by 5%.

Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
Review Membership District Strategic Plan and pertinent reports to determine what a reduce of 5% dropped members is for the district.	DG, GMT district coordinator	Membership District Strategic Plan, 2019-20 Cumulative Report	4/15/2021	8/1/21
Conducting member satisfaction survey	DG, Zone chairpersons	e-mails, survey in electronic form	9/1/21	9/20/21
Zone chairpersons review member satisfaction surveys with GMT district coordinator to identify issues.	Zone chairpersons, GMT district chairperson	Virtual meeting platform, results of the survey, method to compile the results, an analysis of those results to determine the most prevalent issues to address	9/21/21	9/30/21
Zone chairpersons hold virtual meetings/meetings with club officers to review the results of the survey.	Zone chairpersons, club officers	Virtual meeting platform, data analysis, recommendations for the clubs and a method to track responses, decisions and follow up from the meeting with each club	10/1/21	10/10/21
Zone chairpersons and club officers determine how best to share results with club members and an action plan on addressing satisfaction with members of their clubs is drafted.	Zone chairpersons, club officers	Virtual meeting platform/meetings, method for tracking and sharing decisions, action plans and follow up	10/10/21	11/15/21
Zone chairpersons work with club officers to implement action plans to improve member satisfaction at the club level.	Zone chairpersons, club officers	Action plans, method for documenting meetings, decisions, follow-up and reporting to district-level Lions	11/15/21	12/31/21
Assessment		Alterations		



Challenges

- The team has to be formed by Lions from both D130 and Undistricted Region Bulgaria
- Pandemic situation
- Delay in timing due to late appointment of Region and Zone chairs, who will be involved in GMA Pilot
- Communication to run smoothly both ways among D130 and Undistricted Region
- D130 communicates and works well with most of the clubs in Und Region, but few keep distant and perceive our desire to work together as a threat to their independence as a separate Region.
- Insufficient training and leadership development for Undistricted Region Bulgaria.





Next steps

- RLLI of D130 Bulgaria on 4-5th of September 2021 will be followed by a GMA team meeting (in person) to work for **Build a Vision** and **Build a Plan**. Lions leaders from Region Bulgaria are invited.
- Application for Membership Development Grant to be sent to LCI

