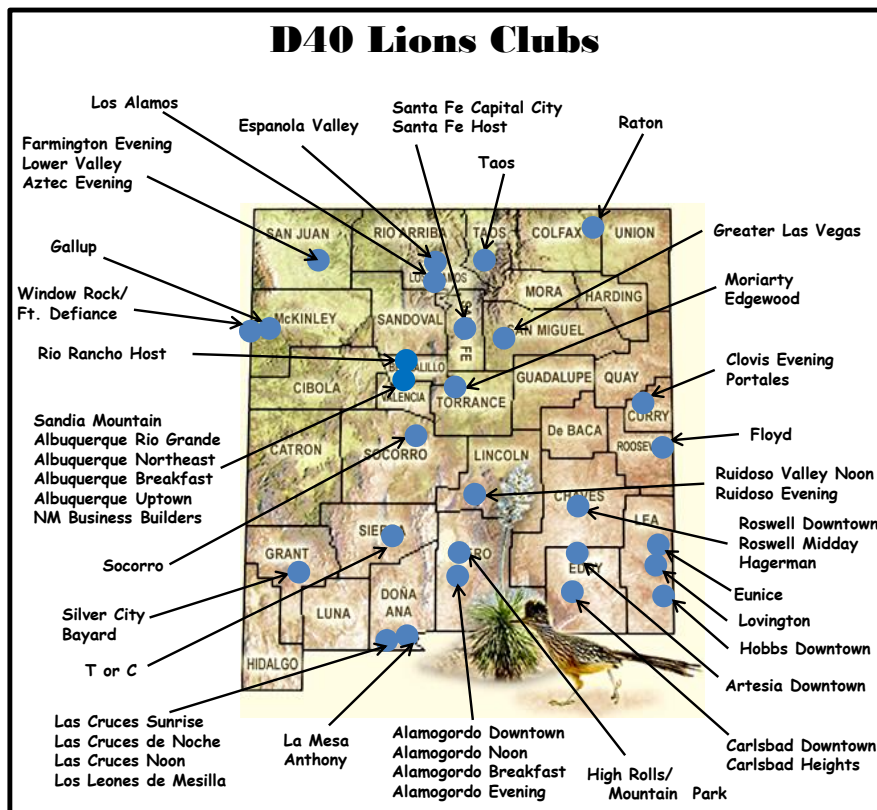


Documentation Needed by the LCI Board of Directors for Approval of MD40 Redistricting to D40

1. List of Clubs in D40

Alamogordo Breakfast	Eunice	NM Business Builders
Alamogordo Downtown	Farmington Evening	Portales
Alamogordo Evening	Floyd	Raton
Alamogordo Noon	Gallup	Rio Rancho Host
Albuquerque Breakfast	Greater Las Vegas	Roswell Downtown
Albuquerque Northeast	Hagerman	Roswell Midday
Albuquerque Rio Grande	High Rolls/Mtn. Park	Ruidoso Evening
Albuquerque Uptown	Hobbs Downtown	Ruidoso Valley Noon
Anthony	La Mesa	Sandia Mountain
Artesia Downtown	Las Cruces de Noche	Santa Fe Capital City
Aztec Evening	Las Cruces Noon	Santa Fe Host
Bayard	Las Cruces Sunrise	Silver City
Carlsbad Downtown	Los Alamos	Socorro
Carlsbad Heights	Los Leones de Mesilla	Taos
Clovis Evening	Lovington	T or C
Edgewood	Lower Valley	Window Rock/Ft. Defiance
Espanola Valley	Moriarty	

2. Map of D40



3. Explanation of how Clubs will be better served.

Currently, D40N and D40S each are at about 33% strength of a standard district. This situation has resulted in several effectiveness problems such as an inadequate number of qualified and eligible Lions for Council and Cabinet positions and insufficient dues funds to cover the expenses for three administrative bodies.

MD40 requires approximately 80 Lions to fill Council and Cabinet positions (i.e., DG, VDG, Zone Chair, Region Chair, or Committee Chair). D40 would only require about 30 Lions, a 62% drop in required positions. With a significant decrease in Lions needed for required administrative positions, there would be a much better chance of having a sufficient number of qualified and eligible Lions being available for District Cabinet positions.

D40N and D40S each have four meetings per year, one of which is their District Convention. MD40 has four meetings annually, one of which is the MD40 Convention. Going to one District means there will now be four meetings instead of eight that Lions need to attend. This will also result in a significant decrease in funds annually expended for mileage which can now be used for other Cabinet expenses.

The annual MD40 dues of \$9.50 are made up of: \$3.00 for the Lions Roar/Website; \$2.50 for GMT/GLT/GST; \$1.00 for the State Convention Fund and \$3.00 for MD40 Admin. If MD40 becomes D40, the MD40 Admin funds would no longer be needed thus decreasing the D40 dues from \$19.50 to \$16.50 per Lion which should be more than adequate to cover District expenses.

The proposed plan for MD40 to go to D40 is totally different from how D40N and D40S have operated in the past. The goal-oriented plan will focus on reasonable and achievable goals and a procedure to assess if those goals are being met on a timely basis. It will allow the District Governor to be more proactive in the administration of the District to ensure positive membership growth is achieved.

4. Effective Date: Include the year the redistricting should take place.

Timeline:

- 1 Jan 2022 MD40 Council officially provides proposed Redistricting Plan to MD40 Clubs.
- 6 May 2022 Vote to approve the plan occurs at the 2022 MD40 Convention. If the redistricting plan is approved by MD40 Clubs, then
- Fall of 2022 Redistricting plan is provided to the LCI Board of Directors for their approval. If the LCI Board of Directors approves the redistricting, the redistricting has to occur after the 2023 LCI Convention which means MD40 could go to D40 for the 2024-25 year.

Optional Information for the LCI Board of Directors for Approval of MD40 Redistricting to D40

1. Goals and Action Plan for Serving the District's Needs.

a. Goals.

- Increase membership growth, both with respect to recruiting new Lions and retaining current Lions;
- Develop and implement a comprehensive program to train Lions to ensure there is an adequate pool of qualified and eligible Lions for District and Club leadership positions;
- Have sufficient resources available to facilitate Club development;
- Encourage more Club involvement above Club level;
- Establish the ability for the DG to be more proactive than reactive when addressing any problems arising in the District.

b. Action Plan.

1) Overview. The primary measure of how well a typical business is doing is their annual bottom line with respect to profit. If they had a reasonable increase in profit, the business is assessed as successful. If the business lost money (i.e., more funds expended than brought in) resulting in little or no profit, it is imperative they change their business model to realize a profit the next year. Likewise, a District's relative health will be evaluated primarily on membership growth. Thus, inherent in any plan to redistrict there must be a process that encourages and facilitates membership growth.

The Healthy Club concept is based on the premise if a Club is involved in their District, their officers are well trained, their membership, activity and new officer reports are being filed promptly, are providing support for their foundations, have an effective membership recruiting and retention program, and are actively conducting successful community service projects and fundraisers, they are assessed as a "Healthy Club" and are most likely realizing positive membership growth. The premise then is if a District is made up of healthy Clubs, the District itself will also see positive membership growth.

The Healthy Club concept should be the foundation upon which D40 is structured. In other words, the annual goals of the District will reflect how well each Club is achieving those attributes that define a Healthy Club. To facilitate Clubs in the District to achieve the goals spelled out in the plan, the District administration will be a "top down" structure with a "bottom up" reporting system where each member of the District Cabinet (i.e., VDGs, Region Chairs, Zone Chairs and Committee Chairs) will explicitly understand their duties and reporting responsibilities.

2) Action Plan Goals. To realistically assess the health of the District, there must be a set of achievable and easily measurable goals, the status of which can be checked periodically. It is proposed the set of goals be part of a three-year plan that allows for a reasonable improvement each year starting with the current status of MD-40. Below is an example of a D40 three-year plan that incorporates the Healthy Club concept.

Area of Concern	D40 3-Year Goal	Year 1 2024-25	Year 2 2025-26	Year 3 2026-27
Club Involvement	90%+ of D40 Clubs involved above Club level.	50%+ of Clubs involved above Club level	70%+ of Clubs involved above Club level	90%+ of Clubs involved above Club level
Club Reports Filing	100% of the Clubs are filing their monthly Membership & Service Activity Reports in a timely manner	80%+ of Clubs filing Membership Reports. 65%+ of Clubs filing Service Activity Reports.	90%+ of Clubs filing Membership Reports. 80%+ of Clubs filing Service Activity Reports.	100% of Clubs filing Membership Reports. 100% of Clubs filing Service Activity Reports.
	100% of the Clubs are filing their New Officer Report by 15 May	100% of the Clubs are filing their New Officer Report by 15 May	100% of the Clubs are filing their New Officer Report by 15 May	100% of the Clubs are filing their New Officer Report by 15 May
Club Officer Training	100% of Club Officers trained	Certify that 75% of the Clubs' officers know their jobs	Certify that 90% of the Clubs' officers know their jobs	Certify that 100% of the Clubs' officers know their jobs
Support of LCIF & NM Lions Foundations	90%+ of D40 Clubs donate to LCIF	60%+ of D40 Clubs donate to LCIF	75%+ of D40 Clubs donate to LCIF	90%+ of D40 Clubs donate to LCIF
	90%+ of D40 Clubs support NM Lions Foundations	60%+ of D40 Clubs donate to NM Foundations	75%+ of D40 Clubs donate to NM Foundations	90%+ of D40 Clubs donate to NM Foundations
Membership Growth	Increase minimum membership in 80%+ of the Clubs to ≥ 20	50% of Clubs ≥ 20 members	65%+ of Clubs ≥ 20 members	80%+ of Clubs ≥ 20 members
	Positive membership growth 80% of the Clubs	Positive Growth --> 50% of Clubs	Positive Growth --> 65% of Clubs	Positive Growth --> 80% of Clubs

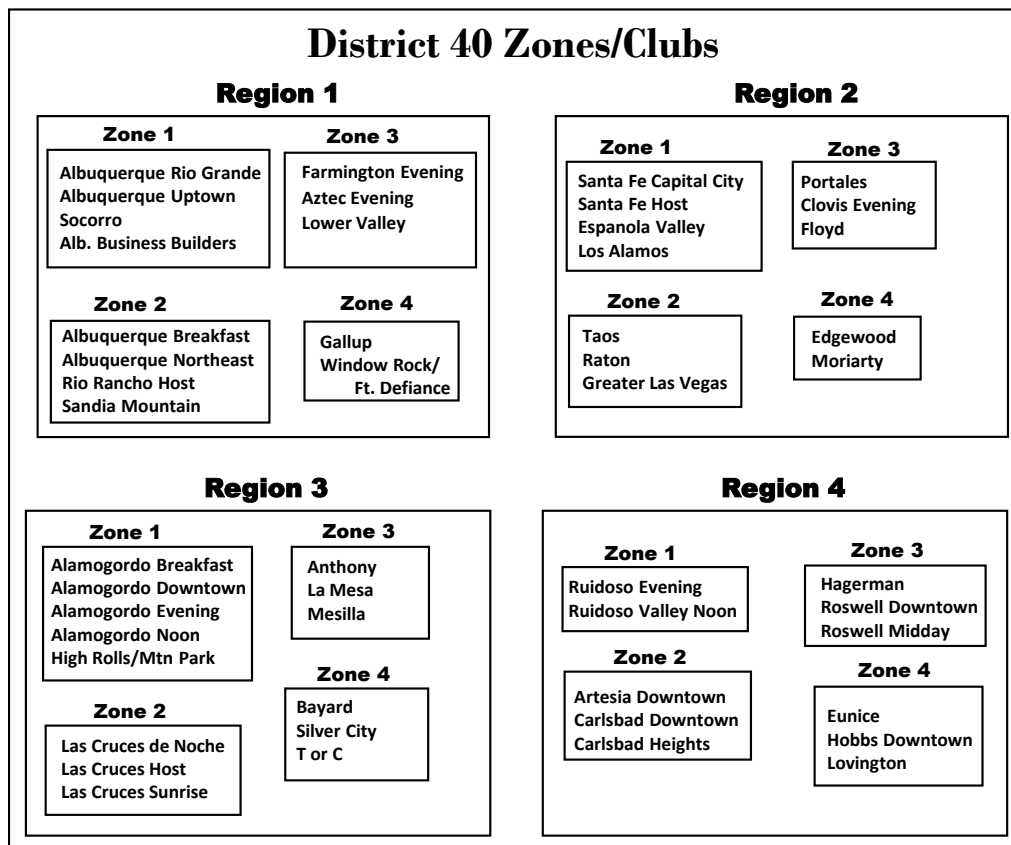
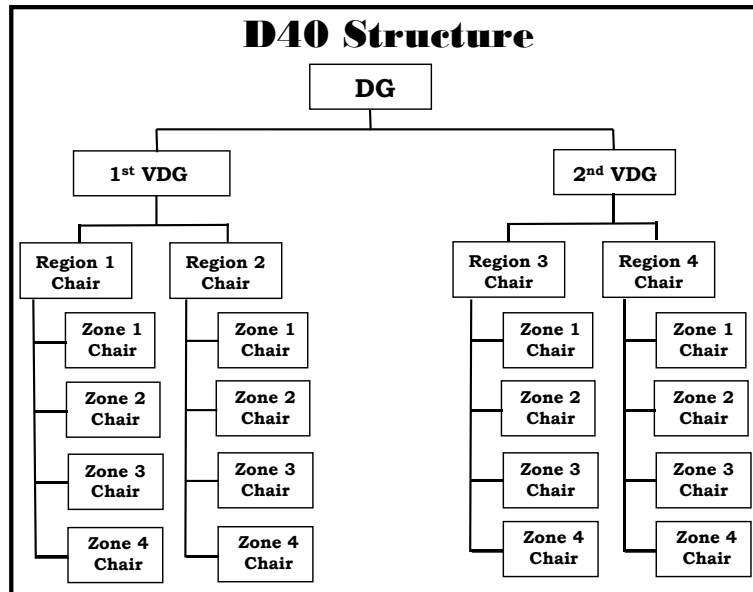
- **Club Involvement.** One trend over the last 20 years has been the declining involvement of MD40 Clubs in attending Zone, Cabinet, Council meetings and the annual Convention. Today, only one in three MD40 Clubs are active above Club level. Not being involved means many of these “city limits” Clubs have no idea of what is going on at the District level or above. Their Club officers most likely have not been adequately trained resulting in poor leadership and Club reports not being filed promptly if at all. Since these Clubs may not realize LCIF and foundations in the District even exist, they do not support them. In addition, city limits Clubs often may be struggling with membership growth unbeknownst to the DG. Note, access to Zoom meetings should help Clubs to be more active above Club level, especially those being located at considerable distances from the meeting they wish to attend.
- **Club Reports Filing.** Club membership, service activity, and new-officer reports are very important to LCI and the District and should be filed promptly by each Club. Based on information in these reports, LCI provides a monthly Club status report to the District officers. LCI uses the Club

service information, which is input via the MyLion website, to determine a Club's cumulative funds donated, people served, funds donated and hours spent by Lions conducting community service projects. Most importantly, these reports can be used by District officers to help assess the current relative status of each Club. Hence, encouraging and assisting Clubs to get their reports filed on time should be a goal addressed in the Plan.

- **Club Officer Training.** For a Club to operate effectively, its officers need to be cognizant of their duties and responsibilities. Many times, a trait of weak and/or city limits Clubs is their officers have not been sufficiently trained if at all. Ensuring all Club officers are trained then is a vital aspect of a healthy Club and should be a goal addressed in the Plan. It should be stressed that Club Secretaries need to be computer literate since all reporting to LCI has to be done electronically. Note, in some cases it may be necessary to take the training to a Club if they cannot or will not attend a planned training session. Most importantly, training for a Club would include helping the Club Secretary get set up on the MyLCI and MyLion sites on their computer to ensure they can do their reporting with no problems. The Zoom meeting feature should significantly enhance the process of training Club officers.
- **Support of LCIF and D40 Foundations.** LCIF and the various D40 foundations are a vital part of Lions helping their communities and making a difference. If the foundations are not supported financially by the Clubs, they may struggle to meet their annual goals. Clubs should then be encouraged to support LCIF and District foundations anyway they can. An outreach program conducted by the Foundations to the Clubs should be undertaken so that they understand what benefit their communities are deriving from each.
- **Membership Growth.** Currently, Clubs are supposed to have a Membership Committee with a Membership Chair who is to lead the effort to recruit new members. In many Clubs, the Membership Committee Chair is a position in name only and most likely there is no active membership recruiting plan. Clubs should be encouraged to have very active Membership Committees to not only recruit new members but also to retain its current members. The training of the Membership Committee Chair should now be part of the Club officer training. The membership growth goals of the District should address helping smaller Clubs increase their membership to a minimum of 20 members and encouraging as many Clubs as possible to have positive membership growth for the year.

3) District Structure. Going to one district means the District Governor will now be responsible for twice as many Clubs and double the area (122,000 square miles) that a District Governor did in MD40. To address this significant increase in responsibility, Region Chairs will be added to the roster of Cabinet

positions to assist the District Governor. The figures below present the structure of D40 as well as the Clubs that will be in each Zone.



4. Action Plan Implementation. The primary function of the District Cabinet is to support the District Governor in achieving the desired goals for each year.

The goal-oriented approach presented here will provide the means for the District Governor to be more proactive to ensure the annual goals are met.

In the past, VDG's and Zone Chairs have not always been utilized to their fullest potential. This has occurred because the D40N and D40S District Governors did not have formal plans that spelled out what the specific goals are for the year from which well-defined duties or responsibilities for each Cabinet position could be defined. At the beginning of the year, the District Governor and Vice-District Governors will meet with the Region and Zone Chairs to discuss exactly what is expected of them. Following is a discussion on what the Cabinet members duties and responsibilities are:

- Zone Chair. At the beginning of each year, the District Governor and VDG's will decide how many Zones will be in each Region and what Clubs will be each Zone. To facilitate the Zone Chairs realistically and successively achieving their duties, it is advised each D40 Zone be composed of four or fewer Clubs.

The Zone Chair is the critical link to an efficient and effective District administration since they are dealing directly with the Clubs on a continual basis (either by conducting Zone meetings in person (or via Zoom) or personally visiting the Club). Simply put, Zone Chairs are where "the rubber meets the road" with respect to District administration. They will collect vital information from the Clubs in their Zone such as: 1) The training status of each of the Club officers; 2) Membership and activities reporting status; 3) New officers reporting status; 4) Any problems being faced by the Club; 5) Do they plan on being involved above Club level; and 6) Schedule of planned fundraisers and community service events. Below are the duties and responsibilities of a D40 Zone Chair.

- 1) Must be computer literate and know how to conduct all necessary reporting functions electronically. Should be able to assist Club officers in solving computer connectivity or other issues that could impede the reporting processes to LCI.
- 2) Be knowledgeable of electronic means of communication (e.g., Zoom meetings) to facilitate coordination between Clubs and the District. Assist Clubs to ensure they have the ability to participate in electronic communication.
- 3) Be directly involved with Clubs in their Zones at a minimum of once a quarter, either in person, by phone/email or Zoom meetings, collectively or one-on-one.
- 4) At the beginning of the year, determine if new officers of each Club in their Zone need training.
- 5) Contact Clubs who are in arrears for their LCI or District dues and assist them to get the owed dues paid.

- 2) Region Chairs work with their respective VDG to develop a visitation schedule for the DG and VDG's during one of their Club functions as well as Club officer training sessions if possible. Visitations can be in person or by Zoom during Club meetings or service events.
 - 3) Region Chairs work with Zone Chairs to address and solve any problems that might arise in a Club in their Region. If problem needs immediate attention by the DG, report problem status to respective VDG.
 - 4) Work with Zone Chairs and their Clubs to plan and conduct membership drives as well as exploring candidate areas in the Region where a new Club might be formed.
 - 5) Conduct a Region Meeting each quarter prior to the D40 Cabinet Meeting. Ensure Club Presidents are personally called to invite them to the Region Meetings.
- Vice District Governors. By the time a VDG becomes DG, he/she should have already worked with or visited many Clubs in their respective regions. The 1st Vice District Governor will oversee Regions 1 and 2 and the 2nd VDG will oversee Regions 3 & 4. This will result in the District Governor being familiar with the entire District. The 1st & 2nd VDGs are the vital link between the Region and Zone Chairs and the DG and their primary function is to keep the DG informed. The specific responsibilities and duties of the VDGs, in addition to what is spelled out in the D40 Constitution & By-Laws, are:
 - 1) Compile Club Health Reports from Region Chairs into one District report and provide it to the DG one week before the Cabinet Meeting. Note and advise the DG of any problems that are at hand or might be coming up.
 - 2) Assist DG in ranking Clubs from weakest to strongest based on the relative health of each. Concentrating first on the weaker Clubs, develop a strategy to help them address membership growth and become more involved above Club level if they currently are not. Assist the DG on developing a schedule to provide training of Club officers who need it.
 - 3) Corresponding to upcoming Club events, assist the DG to develop a schedule of when the Clubs will be visited either in person or by Zoom. Due to Club events happening on the same day or schedule conflicts, the DG may not be able to participate in every visit. If so, one of the VDG's will take the lead on that visit. Zone and Region Chairs will be encouraged to attend those visits in their Zones with the DG and/or VDGs. Note the most opportune time to visit a Club is during one of their community service projects or fundraisers.
 - 4) Assist the DG in planning and conducting the quarterly Cabinet meetings and the District Convention.

- 5) Prepare a report on the status of the District goals to be presented at each Cabinet Meeting.

6. Conduct of Cabinet, Region and Zone Meetings.

- **Zone Meetings.** Each Zone Chair is required to meet quarterly with the Clubs he/she are responsible to determine their health status. The interfacing with the Clubs can be via a Zone Meeting (live or Zoom) or by an actual visit to a Club. Hard to reach Clubs can be done by phone or email with the Club President to gain the information desired.
- **Region Meetings.** Region Meetings (or mini-Cabinet Meetings) will occur each quarter prior to the District Cabinet Meeting either in person or by Zoom. Zone Chairs will personally invite their Club Presidents to please be represented at the Region Meeting. Since the Zone Chairs will have already submitted their quarterly club health reports to their respective Region Chair, those will not be presented during the meeting. District Committee Reports will be presented to the District Cabinet Secretary via email prior to the Cabinet Meeting and will be included with the District Cabinet Meeting minutes. The Region Meeting then will be an informative, interactive and interesting meeting where useful information will be provided to the attendees by discussing topics such as Club officer responsibilities, leadership techniques at the Club level, effective Club community service and fundraiser projects, etc. The intent of this approach is attendees will learn some new ideas they can take back to their Clubs.

Regions 1 and 2 will hold their quarterly meetings one weekend and Regions 3 & 4 will hold theirs one week later both of which have to occur prior to the quarterly District Cabinet Meeting. This will allow one or more of the District Governor or two VDGs to be present at each of the Region Meetings.

- **Cabinet Meetings.** Cabinet Meetings, which will be held via Zoom to ensure maximum attendance, will be strictly an administrative meeting with the District Governor, 1st & 2nd Vice District Governors, Region Chairs and Zone Chairs attending. The primary purpose of the Cabinet Meeting will be to review and assess the relative health of D40 Clubs and identify areas where improvement is needed to ensure the District is on track to meet the goals specified in the three year plan. Other topics such as the upcoming D40 Convention and possible membership drives will also be discussed.

7. Recommended Annual D40 Dues. Currently D40N annual dues are \$22.50 per Lion and D40S dues per Lion are \$19.50. Since the \$3 for MD40 Council Administration will no longer be needed, D40N annual dues will be reduced by \$6 per Lion and \$3 per Lion in D40S as seen in the figure below.

D40 Dues

Lions Roar/Website	\$3.00
GMT/GLT	\$2.50
State Convention Fund Tax	\$1.00
District Admin	\$10.00
Total	\$16.50

8. Other Considerations.

- **Communications.** For this bottom-up reporting approach to be successful, it is imperative Region Chairs are communicating frequently with their Zone Chairs, the VDGs with the Region Chairs and the VDGs with the DG. If this occurs, the DG will be knowledgeable at all times of the status of the District and thus can be more proactive (than reactive) to ensure required actions can occur quickly and achieve the desired impact. Zoom meetings will facilitate the communications process.
- **Policy and Procedures Handbook.** The D40 Constitution and By-Laws provides the rules by which D40 will be regulated which has to be consistent with the LCI Constitution and By-Laws. To complement the D40 Constitution and By-Laws, a D40 Policy and Procedures Handbook needs to be developed. The Handbook would explicitly describe how the District will operate. While changes to the D40 Constitution and By-Laws rarely occur and must be approved at a District Convention, the Handbook would be a “living document” and could be changed by the current Cabinet when needed. As District operations were refined from lessons learned each year, the Handbook could be upgraded accordingly.
- **Executive Committee of Past District Governors.** In the past, PDGs have never really been utilized to assist the current DG administratively. An Executive Committee of PDGs would be a valuable leadership resource that could help the DG achieve the annual goals of the District.
- **Joint Projects.** Conduct joint Club service projects on a Zone-wide or Region-wide basis after establishing the need and feasibility with possible LCIF grant funding. This should bring the Clubs closer together and demonstrate to the public the value of Lions Clubs in New Mexico.
- **Member Recruiting Projects.** Currently, there are more Lions in the Las Cruces area than in Albuquerque, Santa Fe or Rio Rancho which they are three of the four largest cities in NM. Given the combined population of these four cities represents almost 60% of the population of NM, it would seem that is where we should be placing emphasis to recruit new Lions and establish new Clubs. A massive, well planned membership drive could be initially conducted in Albuquerque during D40’s first year as a proof of principle.



EXAMPLE OF A RECRUITING POSTER

9) The actions taken to have the resolution passed by the Multiple District. At the 2018 MD40 Convention, Lions voted to approve the motion that MD40

would begin the process to go to D40 if membership went below 1,000. At the end of the 2018-19 year, MD40 membership did go below 1,000. At the first MD40 Council meeting in August 2019, a Redistricting Planning Committee was formed with members from D40N and D40S. The Committee met numerous times via email and Zoom meetings and established a proposed plan. At the 2021 MD40 Convention, the Council approved to move forward with having the official voting of whether to redistrict or not at the 2022 MD40 Convention. A summary of the Redistricting Plan was provided to MD40 Lions in September 2021 with the final Redistricting Plan being sent out 1 January 2022. DG's will be encouraged to have discussions on redistricting at their Cabinet Meetings during the 2021-22 year with voting occurring at the MD40 Convention in May 2022.

8) Effective Date. If the decision to redistrict and the proposed plan are approved by Clubs at the 2022 MD40 Convention, the plan will then be forwarded to the LCI Board of Directors which they will review at one of their Board Meetings in the fall of 2022. If the LCI Directors approve the proposal, the redistricting can begin after the 2023 LCI Convention. Hence, D40 Cabinet officers will be elected at the 2024 MD40 Convention and installed for the 2024-25 year. Qualified Lions who wish to vie for the D40 DG, 1st VDG and 2nd VDG positions for 2024-25 will submit their letters of intent as specified in the D40N and D40S Constitutions and By-Laws during 2023-24.

To realistically assess the health of the District, the DG and his/her Cabinet should conduct a special meeting (e.g., Retreat) at the beginning of the first year to establish a Three-Year Plan defining realistic and achievable goals to promote the Healthy Club concept that will result in membership growth and new Club development in D40. At the end of each year, results would be examined to identify any goals which have not been met and why and what needs to be done to get things on track. To ensure the goals will be achieved the following year, respective Cabinet officer duties would be reviewed and revised accordingly if needed. At the end of three years, the status of D40 would be assessed and a new Three-Year Plan developed to meet those challenges facing D40 at that time.