

2019-2020 District Goals



District: District 21 B
Constitutional Area: U.S. and Affiliates, Bermuda and Bahamas

LEADERSHIP: CLUB OFFICER TRAINING

In the 2019-2020 fiscal year, 35% of incoming Club Officers will complete Club Officer training.

Action Items:

- I will ensure that my district team understands their roles in the Club Officer training process
- I will encourage the District GLT Coordinator to include Club Officer training in the GAT development plan and to report the completed training
- I will support and promote Club Officer learning events

Additional action items to achieve this goal

Coordinated efforts between all GLTs in the Multi-District will be used throughout the year to enhance the training agendas and club-level participation

REGION AND ZONE CHAIRPERSON TRAINING

In the 2019-2020 fiscal year, 100% of incoming Region and Zone Chairpersons will complete Region and Zone Chairperson training

Action Items:

- I will ensure that my district team understands their roles in the Region and Zone Chairperson training process
- I will encourage my District GLT Coordinator to include Region and Zone Chairperson training in the GAT development plan and to report the completed training
- I will support and promote Region/Zone Chairperson training events
- I will encourage my District GLT Coordinator to apply for Leadership Development Funding to offset the costs of Zone Chairperson training

Additional action items to achieve this goal

Again, coordinated efforts between all GLTs in the Multi-District will be used throughout the year to enhance the training agendas and club-level participation. Zone and Region chairs will all be encouraged and expected to attend/complete

LEARNING FOR EVERY LION

Lions Leadership institutes

During the 2019-2020 fiscal year, the district will identify 10 qualified candidates to apply for local and Lions Clubs International sponsored institutes in our area

Action Items:

- I will ensure my district team understands their role in identifying qualified candidates for institutes.

MEMBERSHIP: INVITE FOR IMPACT

| | FY New Members |
|--------------|----------------|
| 1stt Quarter | 25 |
| 2nd Quarter | 35 |
| 3rd Quarter | 35 |
| 4th Quarter | 25 |

By the end of the 4th quarter, the district will add a total of 120 new members.

Action Items:

My district will establish club branch(es).

My district will induce 30 new Lions under 40 years old.

My district will convert 50 Lions

My district will organize at least 2 membership growth events.

All clubs in my district will set individual membership goals

My district will use and promote membership resources to achieve our goal (Just Ask Guide, Club Membership

Chair Guide with induction ideas, Community Needs Assessment and Membership Development Grant)

NEW CLUB DEVELOPMENT

| | New Clubs | Charter Members |
|--------------|-----------|-----------------|
| 1stt Quarter | 0 | 0 |
| 2nd Quarter | 0 | 0 |
| 3rd Quarter | 1 | 20 |
| 4th Quarter | 0 | 0 |

By the end of the 4th quarter, the district will start 1 new clubs.

With a minimum of 20 charter members.

Action Items:

My district will ensure all Guiding Lions are certified and assigned to new clubs

My district will host a New Club Development Workshop

My district will organize 2 Leo Club(s).

My district will start 1 Special Club(s).

Correction officers; education faculty and sportsman organizations

My district will use and promote membership resources to achieve our goal (Membership Development Grant, New Club Development Guide and Just Ask Guide).

MEMBER RETENTION

| | Drops |
|--------------|-------|
| 1stt Quarter | 10 |
| 2nd Quarter | 10 |
| 3rd Quarter | 10 |
| 4th Quarter | 10 |

By the end of the 4th quarter, the district's membership drops will not exceed 40 members.

Action Items:

- My district GAT Coordinators will promote the use of the "How Are Yours Ratings? survey.
- My district will use the Club Quality Initiative to support member retention
- My district GAT Coordinators will ensure that all clubs are conducting effective new member orientations.
- My district will survey former members to better understand and evaluate how to improve member satisfaction.

Additional action items to achieve this goal:

It is realistic to expect member drops through "aging out". Deaths are inevitable, but member dissatisfaction needs to be minimized. Valid community service projects should be emphasized to spark passionate service for members, resulting in less retention problems

NET GROWTH GOAL

| | | | | | | |
|----------------|---|---------------------|---|-------------------|---|-----------------|
| 120 | + | 20 | - | 40 | = | 100 |
| FY New Members | + | FY Chartier Members | - | FY Retention Goal | = | NET GROWTH GOAL |

SERVICE: PEOPLE SERVED

In the 2019-2020 fiscal year, my district will serve 80000 people.

Action Items:

- Of the total number of people served in my district, 30000 people will be youth (under 18 years old).
- My district will use and promote service resources to achieve our goal (Service Project Planners, Club and Community Needs Assessment, Developing Local Partnerships and Fundraising Guide).
- I will encourage clubs in my district to work together to collaborate on their service projects to maximize the impact in their community

Additional action items to achieve this goal

District GLT and Zone Chairs shall be active promoting Community Needs Assessment, Service Project ideas work sessions, and emphasizing reporting techniques

SERVICE ACTIVITIES

In the 2019-2020 fiscal year, my district will complete 800 service activities.

Action Items:

I will educate clubs in my district about our global causes

SERVICE ACTIVITY REPORTING

In the 2019-2020 fiscal year, 95% of clubs in my district will report their service projects via MyLion Web or MyLCI.

Action Items:

My District GAT Coordinators will organize MyLion Web reporting training and provide the Why Service Reporting Matters document to attendees

I will encourage all members (or all Club Presidents) in my district to download the MyLion app and use it for all service projects

I will ensure the Global Action Team continues to support clubs in reporting

I will emphasize the responsibility of the Club Service Chair to report their club's service

My district will use and promote service resources to achieve our goal: Service Activity Reporting Service Reporting Guide, and Why Service Reporting Matters

Additional action items to achieve this goal

District GLT and Zone Chairs shall be active promoting Community Needs Assessment Service Project ideas work sessions, and emphasizing reporting techniques

LCIF: PARTICIPATE

By the end of the 2019-2020 fiscal year, 100% of Lions in my district will understand the impact of our Foundation and demonstrate their support with a donation to LCIF

Action Items:

FUNDRAISE

During the 2019-2020 fiscal year, I will partner with our LCIF District Coordinator to raise \$20,000.00 to support Campaign 100: LCIF Empowering Service.

Action Items:

My district will raise \$20,000 to support Campaign 100: LCIF Empowering Service.

Additional action items to achieve this goal

I have a hard time stating I can guarantee securing any Model Club commitment from 100% of Clubs. I'm not certain many of our club members are financially capable of this

ADVOCATE

In the 2019-2020 fiscal year, 95% of clubs in my district will report their service projects via MyLion Web or MyLCI.

Action Items:

My district will educate our Lions about the expanded global causes for LCIF and grant opportunities available to us
I will include messaging about LCIF in every visit I make as District Governor
For ALL grants awarded to my district, I will ensure 100% of project reports are submitted on time to LCIF to remain in good standing for future funding
Reporting successful service is vitally important to every club. Getting the message out will be my standard. It is, however, realistic to understand that many clubs still do not have the culture of service reporting and encouragement are needed