

2019-2020 District Goals



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

LEADERSHIP: CLUB OFFICER TRAINING

In the 2019-2020 fiscal year, 60% 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
Coordinate through both MD and 21C GLT and Club level GLT's to motivate upcoming leaders as well as potential leaders to develop the necessary skills to help them be effective managers and club leaders

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
Encourage and assist the MD GLT and 21C GLT in the planning of the Region Chair and Zone Chair Training scheduled for September 14, 2019 at Casino Arizona. Established that for Lions 2019-2020 my goal is to have quarterly zone and region chair meetings to assess and brainstorm all issues in the district inclusive of all membership growth, retention and service issues

LEARNING FOR EVERY LION

Lions Leadership initiatives

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

Action Items:

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

Custom goal and action items

Instill and encourage participation in training even if they perceive this as not being relevant. For example improving communication skills among existing leaders and upcoming leaders. Believe that how you market yourself and how you adapt your communication style to the style of the persons you mean to attract is important and key to effective leadership and goals is easier if your communication skills are fine-tuned. This is key to the marketing of our goals and vision for the district

MEMBERSHIP: INVITE FOR IMPACT

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

By the end of the 4th quarter, the district will add a total of 140 new members.

Action Items:

My district will establish club branch(es).

My district will induce 60 new Lions under 40 years old.

My district will convert 10 Leos to Lions.

My district will organize at least one membership growth event.

All clubs in my district will set individual membership goals.

My district will use and promote membership resources to achieve our goal (Justi AskGuide, 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	25
4th Quarter	0	0

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

With a minimum of 25 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 1 Leo Club(s).

My district will start 1 Special Club(s).

Cultural Club

My district will start 1 Campus Club(s) at 1-G school/university.

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

MEMBER RETENTION

	Drops
1stt Quarter	20
2nd Quarter	20
3rd Quarter	20
4th Quarter	20

By the end of the 4th quarter, the district's membership drops will not exceed 80 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:

Mentoring of new members from older members of the club, in addition to new member orientation. More relevant service projects or a variety of service projects more suited to their service interests. Encouraging more family clubs because based on what I have observed in 21C, family clubs have more service projects and they have more fun doing it as a family. Membership growth is also more achievable with our family clubs. Encourage clubs to have more informative and fun meetings.

NET GROWTH GOAL

140	+	25	-	80	=	85
FY New Members	+	FY Charter Members	-	FY Retention Goal	=	NET GROWTH GOAL

SERVICE: PEOPLE SERVED

In the 2019-2020 fiscal year, my district will serve 200,000 people.

Action Items:

Of the total number of people served in my district, 10% 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

Adopt a school program to be implemented during my 2019-2020, possibly 8-10 schools to do vision screenings

Enlisting several wellness facilities to do diabetes and health screenings. Increase more Lions Clubs

Participation in the MOM (Market on the Move) feeding the hungry service projects in cooperation with 3000 Club.

Encourage clubs to do more Medical Missions by helping the clubs with the grant writing process and submission to LCI

SERVICE ACTIVITIES

In the 2019-2020 fiscal year, my district will complete 300 service activities.

Action Items:

I will educate clubs in my district about our global causes

SERVICE ACTIVITY REPORTING

In the 2019-2020 fiscal year, 45% 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

Adopt a school program to be implemented during my year 2019-2020, possibly 8-10 schools to do vision screenings

Enlisting several wellness facilities to do diabetes and health wellness screenings. Increase more Lions Clubs

Participation in the MOM (Market on the Move) Feeding the hungry service projects in cooperation with 300 Club.

Encourage clubs to do more Medical Missions by helping the clubs with the Grant writing process and submission to LCI

Custom goal and action items

As DG, I plan to join the clubs in their service activities and not just their club meetings. District 21C Kick off will hone in on training Club Officers on the significance of submitting their reports to identify the clubs who are not good with filing their reports and work with them to encourage more involvement from them

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 \$50,000.00 to support Campaign 100: LCIF Empowering Service.

Action Items:

My district will raise \$10000.00 to support Campaign 100: LCIF Empowering Service.

My district will secure Model Club commitments for Campaign 100: LCIF Empowering service.

My district will recruit 100/100 Clubs this year

Additional actions to achieve this goal

Educating the Clubs on Campaign 100 as well as explaining the Model Club Concept and the fact that it is achievable

Encourage Clubs to all have an LCIF Liaison officer at the Club level Encourage Clubs to invite MLI LCIF Coordinator

PDG Fred Garmeson to their meetings and have him explain LCIF purpose, achievements and the millions of people we

help every year. Encourage the Clubs to Support Incoming International President Jung Il Cho's vision of 100%

Club participation in the District

ADVOCATE

In the 2019-2020 fiscal year, 100% 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

Additional actions to achieve this goal

Encourage Zone and Region Chairs to reach out to the Club Presidents & Secretaries to submit their Monthly Activities

reports timely and on a monthly basis. Accountability to be delegated to the incoming CG Chuck Matthews to

make sure all Zone chairs and Region chairs comply.

Custom goal and action items

Educating the Clubs on Campaign 100 as well as explaining the Model Club Concept and the fact that it is achievable

Encourage Clubs to all have an LCIF Liaison officer at the Club level Encourage Clubs to invite MLI LCIF Coordinator PDG Fred Garmeson to their

meetings and have him explain LCIF purpose, achievements and the millions of people we help every year Encourage the Clubs to

Support Incoming International President Jung Il Cho's vision of 100% Club participation in the District