

# 2019-2020 District Goals



**District:** District 10  
**Constitutional Area:** U.S. and Affiliates, Bermuda and Bahamas

## LEADERSHIP: CLUB OFFICER TRAINING

**In the 2019-2020 fiscal year, 100% 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:

- Work with the GAT Team and Vice District Governors as well as Zone Charis in insuring that the incoming & existing Club Officers receive the necessary Training to accomplish their respective positions by schedule training in the Regions around the District, send by email the available e-books to the new officers prior to training.
- Schedule internet conference training as an alternative.

## 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 cost of Zone Chairperson training.

Additional action items to achieve this goal:

### REGION AND ZONE CHAIRPERSON TRAINING

- Work with the GAT Team and Vice District Governors to ensure that the Zone Chairpersons understand their jobs by conference calls and zone chair meetings at 2-3 locations (5 Regions & 10 Zones) as well as providing them the link to the available e-books on LCI. Also provide the Zone Chairs with my District Goals as well as the topics to discuss at the semi-annual Club Visits.

## LEARNING FOR EVERY LION

### Lions Leadership institutes

**During the 2019-2020 fiscal year, the district will identify 5 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.

### Custom goal and action items

- Set a regular monthly schedule with the GAT team and Zone Chairs to reviews the District goals via conference calls to ensure that we stay focus on the Years Goals.

## MEMBERSHIP: INVITE FOR IMPACT

	FY New Members
1st Quarter	30
2nd Quarter	15
3rd Quarter	12
4th Quarter	16

**By the end of the 4th quarter, the district will add a total of 73 new members.**

### Action Items:

My district will establish 1 club branch(es).

My district will induct 20 new Lions under 40 years old.

My district will convert 4 Leos to Lions.

My district will organize at least 1 membership growth event(s).

All clubs in my district will set individual membership goals.

My district will use and promote membership resources to achieve our goal (i.e. Just Ask! Guide, Club Membership Chair Guide with induction ideas, Community Needs Assessment, and Membership Development Grant).

## NEW CLUB DEVELOPMENT

	New Clubs	Charter Members
1st Quarter	1	22
2nd Quarter	0	2
3rd Quarter	0	2
4th Quarter	0	2

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

**With a minimum of 28 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 0 Leo Club(s).

My district will start 1 Speciality Club(s).

Will attempt to establish an YMCA club after the formation of the new Lions Club that will be their sponsor.

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

## MEMBER RETENTION

	Drops
1st Quarter	25
2nd Quarter	25
3rd Quarter	25
4th Quarter	25

**By the end of the 4th quarter, the district's membership drops will not exceed 100 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:

Use technology to communicate the tools available to the clubs for membership recruitment and retention such as conduction exit interviews. Use of email and newsletters to keep membership informed what the individual clubs and District is doing for the members that are unable to attend meeting on a regular basis's or are vacationing . Additionally, talk with the clubs about what they are going to have to do to attract the younger age group and the necessary changes such as changing he way we conduct our meetings using new technology and inform the public of our organization using Facebook and Websites the membership should be encouraging to wear their Lions pin also as it starts conversations. The District currently offers stickers and patches.

## NET GROWTH GOAL

73	+	28	-	100	=	1
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 7000 people.**

### Action Items:

- Of the total number of people served in my district, 3000 people will be youth (under 18 years old).
- My district will use and promote service resources to achieve our goal (i.e. 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:

Encourage the Lions Clubs Secretaries to track and report their club service hours. Many of the clubs with the District do not report or know that they should be submitting an Activities report. Also discuss with the membership in how and what to track to effectually track the service hours .

## SERVICE ACTIVITIES

**In the 2019-2020 fiscal year, my district will complete 3 service activities.**

### Action Items:

I will educate clubs in my district about our global causes.

## SERVICE ACTIVITY REPORTING

**In the 2019-2020 fiscal year, 70 % 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 Charis to report their clubs service.

My district will use and promote service resources to achieve our goal (i.e. Service Activity Reporting, Service Reporting Guide, and Why Service Reporting Matters).

Additional action items to achieve this goal:

Work with the GST to identify and arrange district wide projects. These projects will then have to be sold to the individual lion's clubs by efficient communications and club visits. The District Leadership (DG, 1VDG, 2VDG, GAT and Zone Chairs) will have to be onboard and encourage the membership to participate.

### Custom goal and action items

Currently planning on conducting two large scale service projects with the District that hopefully will involve the majority or at all the 55 Lions Clubs with the District. First, plan on scheduling a 7-day (10-hour Days) Vision Screening at the U.P. State Fair and secondly, conduct Diabetes and Education across the district in cooperation of existing organizations via Health Fairs and so forth.

## LCIF: PARTICIPATE

**By the end of the 2019-2020 fiscal year, 90% of Lions in my district will understand the impact of our Foundation and demonstrate their support with a donation to LCIF.**

### Action Items:

I will support my LCIF District Coordinator to educate Lions about LCIF and maximize participation of Lions in Campaign 100: LCIF Empowering Service.

My district will promote members giving \$2 each week to Campaign 100: LCIF Empowering Service.

I will lead by example and personally support LCIF with an annual donation of US\$ 1000.00

## FUNDRAISE

**During the 2019-2020 fiscal year, I will partner with our LCIF District Coordinator to raise US\$ 16000.00 to support Campaign 100: LCIF Empowering Service.**

### Action Items:

My district will raise US\$ 16000.00 to support Campaign 100: LCIF Empowering Service.  
My district will secure 1 Model Club commitments for Campaign 100: LCIF Empowering service.  
My district will recruit 1 100/100 Clubs this year

Additional action items to achieve this goal:

Work with the GAT, VDG, Zone Chairs and the LCIF Coordinators to continue to educate the Lions membership about the importance of their support of LCIF by educating them of all the support our district has gotten over the years as well as around the world. To drive the point home, make sure that the clubs are aware that LCIF is 50-years old and has given out over \$1 Billion in Aid through various grants. Additionally, let them know that all monies given to the organization goes to do the work of the foundation and nothing goes to the Administrative cost. Also, inform the membership that they as individual as well as family and friends can make a tax-deductible contribution in a lump sum or pledge of a period. If they donate that the donation shows up under their Lions Club however they control that money as far as where it goes in the Foundation and the giving of an MJF.

## **ADVOCATE**

**In the 2019-2020 fiscal year, 90% 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 action items to achieve this goal:

The District Leadership will monitor the Lions Clubs monthly reporting and follow-up with the Clubs that are not reporting by utilizing a District Administrator to oversee this initiative. The District Administrator will have the GAT and Zone Chairs as part of his/her steering committee.

### **Custom goal and action items**

Educate the Lions membership about the LCFI grants (12) that are available to the Local Clubs as well as the District and State based on a number of factors such as Matching, Diabetes, SightFirst, Disaster, and Community Impact Grants.

Communicated this via emails, website articles and the use of the VDG's, Zone Chair's and LCIF Coordinators visits to the various clubs that have been assigned to them. During their visits talk to them about the grants that we have currently and historically received based on a compiled list provided by LCIF and the LCIF Coordinator.