

# 2019-2020 District Goals



**District:** District 23 B  
**Constitutional Area:** U.S. and Affiliates, Bermuda and Bahamas

## LEADERSHIP: CLUB OFFICER TRAINING

**In the 2019-2020 fiscal year, 50% 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:

1. Use of webinar services to target officers for a fall training who did not appear for annual June workshops .

## 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:

- Early notification of September training date to ensure that conflicts are minimized or eliminated. Date has already been determined.

## 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.

## MEMBERSHIP: INVITE FOR IMPACT

	FY New Members
1st Quarter	25
2nd Quarter	50
3rd Quarter	50
4th Quarter	50

**By the end of the 4th quarter, the district will add a total of 175 new members.**

### Action Items:

My district will organize at least 2 membership growth event(s).

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	0	0
2nd Quarter	0	0
3rd Quarter	0	0
4th Quarter	1	30

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

**With a minimum of 30 charter members.**

### Action Items:

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

My district will organize 1 Leo Club(s).

My district will start 1 Speciality Club(s).

Club membership based on ethnic background.

New Cabinet chair position created to guide club recruitment.

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

## MEMBER RETENTION

	Drops
1st Quarter	50
2nd Quarter	50
3rd Quarter	50
4th Quarter	50

**By the end of the 4th quarter, the district's membership drops will not exceed 200 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 will survey former members to better understand and evaluate how to improve member satisfaction.

Additional action items to achieve this goal:

1. Introduction of "PRIDE" recognition program to honor experienced Lions.
2. Double number of formal district orientation programs to 2 per county for fall/spring.

## NET GROWTH GOAL

175	+	30	-	200	=	5
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 121000 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 (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:

1. Continue district audit of club service calendars.
2. Creation of new Cabinet chair for Red Cross blood drives.
3. Reporting of number of activities and people served in district communications.
4. Publication of clarified activity reporting opportunities.

## SERVICE ACTIVITIES

**In the 2019-2020 fiscal year, my district will complete 1300 service activities.**

### Action Items:

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

## SERVICE ACTIVITY REPORTING

**In the 2019-2020 fiscal year, 58 % of clubs in my district will report their service projects via MyLion Web or MyLCI.**

### Action Items:

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 .

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:

## 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:

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\$ 350.00

## FUNDRAISE

**During the 2019-2020 fiscal year, I will partner with our LCIF District Coordinator to raise US\$ 50000.00 to support Campaign 100: LCIF Empowering Service.**

### Action Items:

My district will raise US\$ 50000.00 to support Campaign 100: LCIF Empowering Service.

My district will recruit 5 100/100 Clubs this year

Additional action items to achieve this goal:

1. Conduct training of club LCIF coordinators
2. Promote/publicize LCIF grants received by district or Multiple district

## ADVOCATE

**In the 2019-2020 fiscal year, 58% 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

1. Promote creation of Service Chairs which are not well known in district to date.
2. Zone chairs to follow-up along with GST on club reporting.
3. Mandate up-to-date-activity reports as part of district 100% Secretary Award requirements.