

2020-2021 District Goals



District: 105SE
Constitutional Area: Europe

MEMBERSHIP DEVELOPMENT

Goal Statement

By the end of the 2020-2021 fiscal year, our district will achieve a positive membership growth (meet or exceed last year's membership numbers).

Quarterly Targets

	New Clubs	Charter Members	New Members	Dropped Members
1st Quarter	0	0	20	25
2nd Quarter	0	0	45	35
3rd Quarter	0	0	30	45
4th Quarter	1	20	25	35

FY New Clubs

1

FY Charter Members

20

FY New Members

120

FY Retention Goal

140

NET GROWTH GOAL

FY New Members + FY Charter Members - FY Retention Goal = NET GROWTH GOAL

0

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Maintain membership	All	All	01 07	30 06
Promote new members	GMT/CL/ZC		01 07	30 06
New Club Development	GMT		01 07	30 06
Increase media exposure	DG Team		01 07	30 06
11 Guiding Lions	GMT		01 07	30 06
Campus Club	GMT		01 07	30 06
Road Shows	GAT		01 07	30 06

LCIF: CAMPAIGN 100

Goal Statement

By the end of the 2020-2021 fiscal year, our district will support LCIF in its endeavor to achieve Campaign 100's target goal of US\$300 million.

Action Plan

I will support my district's fundraising goals and work closely with the LCIF district coordinator to ensure our district achieves those goals, and I will learn about the potential awards that may be available to our district for exceptional support of LCIF and Campaign 100.

I will lead by example, by asking my club to set a goal for our support of Campaign 100 and LCIF; including LCIF and Campaign 100 in my presentations and remarks throughout my district; making a personal gift or ensuring my club's participation; and inviting my LCIF district coordinator and/or club LCIF coordinator to give regular presentations at my club.

My cabinet will provide time for the LCIF district coordinator to present updates at every cabinet meeting and will ensure that our district convention will allow time for a Campaign 100 and LCIF presentation/seminar and space for an information table on LCIF. I will also schedule regular update meetings or phone calls with the district coordinator outside of cabinet meetings.

I will work with my district coordinator to educate myself on LCIF grant opportunities available in my area, especially District and Club Community Impact Grants, and therefore encourage my district to develop projects that would be potentially supported by an LCIF grant.

My cabinet will ensure that significant donations such as Lead and Major Donors, Model Clubs, and 100/100 Clubs are recognized at public functions held within my district.

MULTIPLE DISTRICT CUSTOM IMPACT

Goal Statement

To provide positive, constructive and supportive leadership guidance and motivation to members and clubs across the multiple district to retain existing membership during and after lockdown.

To support and encourage Districts and clubs to actively adopt and develop opportunities for attracting new members.

To identify opportunities for the development of new leaders and encourage and support individual members to take on these leadership opportunities.

To work as a team to identify and develop opportunities for maintaining and increasing the active membership of Lions clubs within MD105.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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DISTRICT CUSTOM IMPACT

Goal Statement

Membership and membership retention will be my number one priority, with Clubs being encouraged to use all the tools available to them, with particular emphasis on utilising facebook. Training will be given to support these aims on an on-going basis.

To ensure maximum support I will be working closely with my GMT, including Club Liaison Officers and Zone Chairman on a monthly basis, either via Zoom or face to face to receive confirmation that Clubs are receiving the necessary tools and guidance to meet the tasks set.

I will ensure all communications received are responded to in a timely manner. In addition Cabinet members will be kept informed of any matters that require their with specific emphasis on items discussed at Council level.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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