

2020-2021 District Goals



District: 11 A1

Constitutional Area: U.S. and Affiliates, Bermuda and Bahamas

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	10	15
2nd Quarter	1	20	40	5
3rd Quarter	1	20	25	5
4th Quarter	1	20	25	5

FY New Clubs

3

FY Charter Members

60

FY New Members

100

FY Retention Goal

30

NET GROWTH GOAL

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

130

Action Plan

[SMART Goal Template en \(11\)Goal-6.pdf](#)

[SMART Goal Template en \(3\)Goal-1.pdf](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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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

District Goal 3: NAMI, Service activity reporting and Leadership

In addition to my district joining the NAMI program as part of membership growth throughout the state (see Goal 1 Action plan attachment, step 4) ; we will also work with the MD-11 GST to increase our reporting of service projects from our clubs. District 11 A1 aims to have a 80% reporting success rate by end of fiscal year. (see Goal 3 Action plan template, Steps 1-4). Further, with the state GLT we will meet and train our up and coming district leaders, in partnership with other district leadership throughout MD-11. District 11-A1 will be a leader in the multi district in this regard.

Action Plan

[SMART Goal Template en \(5\)Goal-3.pdf](#)

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

Goal Statement

Goal 4: Leadership club officer training

Within 2020-21 fiscal year, 80% of incoming club officers will complete positional training. (See Action plan for Goal 4 in attachment below) .

Goal 5: Club integration and support

Every club in the district will partner with a neighboring club to build rapport, communication and support with each other.

(See Goal 5 Action plan in attachment below).

Action Plan

[SMART Goal Template en \(7\)Goal-4.pdf](#)

[SMART Goal Template en \(9\)Goal-5.pdf](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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