

2020-2021 District Goals



District: 123
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	0	0
2nd Quarter	0	0	0	0
3rd Quarter	1	1	20	5
4th Quarter	1	1	20	6

FY New Clubs

2

FY Charter Members

2

FY New Members

40

FY Retention Goal

11

NET GROWTH GOAL

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

31

Action Plan

[SMART Goal Template_en\(1\).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

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

Action Plan

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

Goal Statement

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Presentations in St.Petersburg in order to organize a new Club	District Governor, GLT, GMT, Club members	funding, premises, technology and members, leaflets, presentations	October	
Presentations in Kaliningrad to organize a new Club	District Governor, GLT, GMT, Club members	funding, premises, technology and members, leaflets, presentations	November	
Presentations in Moscow to organize a new Club	District Governor, GLT, GMT, Club members	funding, premises, technology and members, leaflets, presentations	February	
Local trainings for all the officers	District Governor, GLT		October	June
visits to clubs	DG	funding	September	June
A project involving all the clubs of the District	DG, GAT, Club members	funding, advertising, members, technology	May	