

2020-2021 District Goals

District: 19 G
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	1	20	55	60
2nd Quarter	0	0	35	40
3rd Quarter	0	0	50	35
4th Quarter	1	20	55	60

FY New Clubs

2

FY Charter Members

40

FY New Members

195

FY Retention Goal

195

NET GROWTH GOAL

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

40

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Start Hispanic Club	Ext/GAT/GMT	LCI/MD19GMT	July 2020	Sep 2020
Slow Member Drops	Ret/ZC/Club	LCI/Mem Satis	July 2020	Jun 2021
Start Growth Incentives	Ext/ZC/GMT	LCI/NAMI plan	Aug 2020	Sep 2020
Eval/Adj Growth Plan	GAT/Ext/GMT	Stats/Guides	Sep 2020	Oct 2020
Search- New Club ID	Ext/GAT/ZC	LCI/NAMI Plan	Oct 2020	Feb 2021
Emph Retention/Growth	Ext/Ret/GMT	Stats/NAMI	Jan 2021	Jun 2021
ID/Prep New Club	Ext/GAT/ZC	LCI/NAMI Plan	Mar 2021	May 2021
New Club Startup	Ext/Ret/GAT	LCI-MD19	May 2021	May 2021
Final Growth Push	Ext/Ret/GMT	Stats/Guides	Apr 2021	June 2021
Celebrate Growth	GAT/ZC/Club	NAMI/Stats	June 2021	June 2021
Training for Transition	GAT/ZC/Club	LCI/MD19	May 2021	June 2021

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

Initiate and Follow the NAMI plan for district health-growth-leadership

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Goal 1: Start New Clubs	PDG Mansell	Ext/Dist/MD19	Apr 2020	Jun 2021
Goal 2: Rejuv Clubs	PDG Mansell	Ret/GMT/Club	Apr 2020	Jun 2021
Goal 3: New Svc Proj's	PDG Mansell	Dist/MD19/LCI	Apr 2020	Jun 2021
Goal 4: Dev Leadership	PDG Mansell	Dist/MD19/LCI	Apr 2020	Jun 2021

DISTRICT CUSTOM IMPACT

Goal Statement

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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