

2020-2021 District Goals



District: 2 S3

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	50	50
2nd Quarter	0	0	150	150
3rd Quarter	1	20	100	100
4th Quarter	0	0	100	100

FY New Clubs

2

FY Charter Members

40

FY New Members

400

FY Retention Goal

400

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
Identify and activate an Extension Team to study the district for extension opportunities	DG	Champion, GAT, Advisor Support and Ideas	7/11/20	9/1/20
Identify a final extension location	DG	Community Studies, Review of Known opportunities in a community, support of extension team	9/1/20	10/1/20
Selected members of the extension team will work to get members	DG	Extension Team	10/1/20	1/1/21
Complete final charter process	DG, GMT	Extension Team, New Club Officers	1/1/21	2/15/21
Inform membership about the membership goal of the district	GMT, Zone Chairs	5 year history, Electronic Communication Resources, Support of leaders, club level support	6/1/20	7/11/20
Communication to members through fall zone meeting participation	DG, GMT, Zone Chairs	Leaders need to be included in meeting planning for scheduling	9/1/20	11/15/20
Membership growth monitoring	DG, VDG's, Champion, GMT	LCI reports and daily information on website	7/1/20	6/20/21
Membership growth report and response to cabinet	GMT, Champion	Cabinet meeting agenda, records that are published	1/30/21	3/1/21
Retention education and description of the desire to reduce drops	DG, Champion, GMT	5 year history, review of drop reasons in district, education about vigorous Lions activity and involvement	6/1/20	7/11/20
Continuing education and information at fall zone meetings	DG, Champion, GMT	support from zone chairs to include this program information in zone meeting, electronic information distribution	9/1/20	11/15/20
Report and response to findings at January cabinet meeting and following	Champion, GMT	Reports provided by LCI, summaries and information developed by the local team	1/30/21	3/1/21

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

Action Plan

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

Goal Statement

Action Plan

[Gary Smart goals retention.pdf](#)

[Gary Smart goals service projects.pdf](#)

[Gary smart goals Training.pdf](#)

[Gary smart goals new club.pdf](#)

[gary smart goals membership net growth.pdf](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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