

2020-2021 District Goals

District:

20 K2

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	15	5
2nd Quarter	1	20	15	5
3rd Quarter	0	0	15	5
4th Quarter	1	20	15	5

FY New Clubs

2

FY Charter Members

40

FY New Members

60

FY Retention Goal

20

NET GROWTH GOAL

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

80

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Identify Communities without a club	GMT & 1st VDG	Community assessment reports	07/01/20	12/31/20
Perform service projects allowing community to get involved	GST & GMT	New Member applications	07/01/20	06/30/21
Advertise with local community news papers, television stations	Public Relations, GST & GMT	Press Releases	07/01/20	06/30/21
District Wide Membership Drives	GMT & 1st VDG	Leadership team, venues, advertisements	07/01/20	06/30/21
New Member Orientation Training	GLT & GMT & 1ST VDG	LCI training materials	07/01/20	06/30/21
Assign Guiding Lions to new and struggling clubs	Guiding Lions, GLT & GMT	Guiding lion training materials	07/01/20	06/30/21
Club member training	GLT & GMT	membership materials from LCI	07/01/20	06/30/21

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

Leadership Development

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Conduct 2 Officer training	GLT & 2nd VDG	LCI officer training materials	07/01/20	06/30/21
Conduct a "You have it in you to become a leader" training	GLT & 2nd VDG	LCI officer training materials	07/01/20	06/30/21
Conduct 2 Guiding Lion Training	Trained Guiding Lion Leader & GLT	LCI Guiding Lion training material	07/01/20	06/30/21
Send Clubs on-line & webinar training	GLT, Zone Chairs	LCI training materials	07/01/20	06/30/21

DISTRICT CUSTOM IMPACT

Goal Statement

SERVICE

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Create District Service Projects	GST, GAT	Leadership Ideas, communication	07/01/20	06/30/21
Assure all Lion Brochures available	GLT, GST	LCI materials	07/01/20	06/30/21
Work with Clubs to create new service projects	GAT, Zone Chairs	Meeting attendance	07/01/20	06/30/21
Advertise in Local Media	Public Relations, GAT	Local Media Publicaitons	07/01/20	06/30/21