

2020-2021 District Goals

District: 20 W

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	20	4
2nd Quarter	1	20	20	4
3rd Quarter	1	10	20	4
4th Quarter	0	0	20	4

FY New Clubs

2

FY Charter Members

30

FY New Members

80

FY Retention Goal

16

NET GROWTH GOAL

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

94

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
New member outreach	Leo Chair	mailing list	Sept 6, 2020	Sept 30, 2021
New member contact	Leo Chair	Phone followup	Oct 1st	Jan 1 2021
New member follow up	Leo Chair & DG	Phone & meeting	Nov 1st	Jan 1 2021
Charter night	DG & GAT	location	April 1st	April 30th
New specialty branch club	DG & iPDG	company announcement	Nov 1st	Dec 30th
Follow up	DG& iPDG	personal contact	Jan 1st	Jan 30th
Organize & meet	DG & iPDG	organ meeting	Feb 1st	March 30th
Charter night	GAT Team	location	April 1st	April 30th

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

By end of the 2020-2021 fiscal year, my district will support LCIF in Campaign 100's target goal by giving district examples from LCIF grant recipients via testimonials and a retelling of local needs/events that led to an LCIF response for aid.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Intro at 1st Cabinet meeting	DG	meeting room	Sept 12, 2020	Sept. 12, 2020
Fall Convention	LCIF grant coord.	meeting room	Nov 14, 2020	Nov 14, 2020
3rd Cabinet meeting	DG	meeting room	Feb 6, 2021	Feb 6, 2021
4th Cabinet meeting	GAT Team	meeting room	April 10, 2021	April 10, 2021

DISTRICT CUSTOM IMPACT

Goal Statement

By the end of the 2020-2021 fiscal year, my district will have reduced dropped memberships by 85% via monthly calls to Club Presidents by Zone Chairs.

Quarterly new member orientation sessions on a Regional basis. Orientations to be held by Region Chairs.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
1st Cabinet meeting	DG	meeting room	Sept. 12, 2020	Sept 12, 2020
Calls to Club Presidents	ZC's	phones	Oct 1, 202	Oct 5, 2020
Calls to Club Presidents	ZC's	phones	Nov 1, 2020	Nov 5, 2020
Fall Convention	RC's	meeting room	Nov 14, 2020	Nov 14, 2020
Calls to Club Presidents	ZC's	phones	Dec 1, 2020	Dec 5, 2020
New member orientation	RC's	meeting room	Dec 15, 2020	Dec 23, 2020
Call to Club Presidents	ZC's	phones	Jan 1, 2021	Jan 5, 2021
Call to Club Presidents	ZC's	phones	Feb 1, 2021	Feb 5, 2021
3rd Cabinet meeting	RC's	meeting room	Feb 6, 2021	Feb 6, 2021
New member orientation	RC's	meeting room	March 1, 2021	March 15, 2021
4th Cabinet meeting	DG	meeting room	April 10, 2021	April 10, 2021