

# 2020-2021 District Goals



**District:** 201T1  
**Constitutional Area:** Australia, New Zealand, Papua New Guinea, Indonesia, S. Pacific

## 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	35
2nd Quarter	0	0	30	59
3rd Quarter	0	0	62	26
4th Quarter	0	0	38	44

### FY New Clubs

0

### FY Charter Members

0

### FY New Members

150

### FY Retention Goal

164

### NET GROWTH GOAL

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

-14

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Club Training Days via electronic means	GLT Chair	GoTo or Zoom	17 May	30 June
Need to promote Membership Growth within clubs	GMT Chair	Direct contact and use of District newsletter and MD membership resources	1 April	30 June
Visit by MD GMT Co-ordinator	MD GMT	Physical visit for workshop in district once COVID-19 restrictions eased	ASAP	10 November (District convention).
Re-energise Clubs enthusiasm	DG / DGE	Contact with club Presidents	1 April	31 December
Publicise Lions in regional press / TV	DGE and District PR	Promotional material and REAL stories related to community service	22 April	30 June
Encourage and assist local clubs to think about protecting their communities in a post-COVID-19 world.	DG, GAT and Zone chairs	Listen to what the clubs want to do to help	1 July	30 June
Use "Encourage local manufacturing/industriesto make Australia self sufficient in PPE for medical staff.	DE and Zone Chairs	Get out there and spread the message -encourage local politicians to come on board	1 July	30 June

## 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

Due to the COVID-19 restrictions on travel and the cancellation of MD events (Face to face Council / shadow council meetings and MD Convention), this has been limited. All the MD recognises that the suspensions of face-to-face club meetings and community projects may cause some members to lose interest, so an emphasis will be on keeping members informed, active and interested.

## Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Not done yet as no Shadow Caninet or Council meetings held since Covid-19 crisis				

## DISTRICT CUSTOM IMPACT

### Goal Statement

To halt the decline in membership numbers in the District. With the COVID-19 restrictions on meetings and public events and projects, the prime need is to maintain the enthusiasm of members. and to keep members informed.

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Direct contact with clubs	DG / DGE	telephone calls and District newsletters	1 May	31 December
Publicise that Lions are still active within their communities	DG and DGE	Public Media ( One coverage already achieved)	22 April	On going