

2020-2021 District Goals

District:

22 A

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	7	7
2nd Quarter	0	0	7	7
3rd Quarter	1	20	7	7
4th Quarter	0	0	7	7

FY New Clubs

1

FY Charter Members

20

FY New Members

28

FY Retention Goal

28

NET GROWTH GOAL

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

20

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Contact potential specialty club representatives.	District Governor	GMT, LCIF guidelines	07/01/2020	03/31/2021
Initial meeting	District Governor, GMT	GMT, Club Contacts	09/29/2020	09/29/2020
Follow-Up meeting	District Governor, GMT	GMT, Club Contacts	11/01/2020	11/15/2020

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 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.

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

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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