

2020-2021 District Goals



District: 22 B

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	15	200	20
2nd Quarter	1	15	200	20
3rd Quarter	1	15	200	20
4th Quarter	1	15	200	20

FY New Clubs

4

FY Charter Members

60

FY New Members

800

FY Retention Goal

80

NET GROWTH GOAL

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

780

Action Plan

DG Wayne's Goals for Lions Clubs 22B.docx
goals as district Governor.rtf

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
new meaningful application	DG	500 copies	7/1/20	7/5/20
educate leadership on membership goal	Club Presidents, Club VP, PDG	teleconference	7/1/20	8/31/20
educate zone chairman on goals	zone chairman	teleconference	7/8/20	8/31/20
educate membership chairpersons	membership chairperson	teleconference	7/15/20	8/31/20
educate service chairperson	service chairperson	teleconference	7/21/20	8/31/20
Quarterly membership nights	all members	meeting rooms	9/1/20	quarterly
educate on LCI materials on stronger clubs	DG	teleconference and visitations	9/1/20	1/1/21

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

NAMI (membership growth, retention and meaningful meetings service projects, fund raisers) The leadership and members need to buy in that the goals are achievable. Must work with everyone and in this case set high goals realizing the goal is doable but will not be easy.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
new clubs	NAMIchampion	enthusiasm	9/1/20	12/1/20
branch clubs	NAMI Champion	enthusiasm	9/1/20	12/1/20
specialty clubs	NAMI Champion	enthusiasm	9/1/20	12/1/20
leo clubs	District Leo Chair	enthusiasm	9/1/20	12/1/20
cyber leo clubs	District Leo Chair	enthusiasm	9/1/20	12/1/20
cyber clubs	NAMI Champion	enthusiasm	9/1/20	12/1/20

DISTRICT CUSTOM IMPACT

Goal Statement

100 % participation by all clubs in the Campaign 100 program

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
presentation at all visitations	DG	handouts provided by LCI	9/1/20	6/30/21
presentations at all cabinet meeting	LCIF Committee chair	handouts provided by LCI	9/1/20	6/30/21
presentations at all district functions	LCIF committee chair	handouts provided by LCI	9/1/20	6/30/21
Melvin Jones Breakfast	LCIF committee chair	venue and handouts	2/21	2/21