

# 2020-2021 District Goals



District: 27 A1

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	35	20
2nd Quarter	1	20	45	35
3rd Quarter	0	0	50	20
4th Quarter	1	20	45	45

### FY New Clubs

2

### FY Charter Members

40

### FY New Members

175

### FY Retention Goal

120

### NET GROWTH GOAL

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

95

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Convert a Lioness Club	GAT Team	Bridge Program	7/1/2020	12/31/2020
Host a District Member Workshops for Clubs for ideas to attract new members	GMT Team	Seminars and Q and A from Clubs	7/1/2020	11/30/202030/2021
Start a Latino Club (Specialty)	GAT Team	Member ship Grant to bring in a recruiter	7/1/2020	6/30/2021
Promote Club and District Orientation Program	GMT Team	LCI Material	7/1/2020	6/30/2021
Start 2 Leo Clubs	GAT Team	LCI Materials	7/1/2020	1/31/2021
Train enough Guiding Lions for any new club and clubs that are struggling	GAT Team	Guiding Lion Program	7/1/2020	11/30/2020
Add 25 members under the age of 25	Clubs and GMT	Membership Drive and Workshop	7/1/2020	6/30/2021
Increase the percentage of Females in the District from 23 to 30%	Clubs and GMT Team	Membership Drives and Workshop	7/1/2020	6/30/2021
Promote CQI, How Are Your Ratings with clubs	GAT Team	LCI Materials	7/1/2020	6/30/2021

## 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

District 27-A1 will donate 78,000.00 to LCIF during the year 2020-2021.

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Will promote LCIF through visits and emails from GAT Team	GAT Team	Campaign 100 Material	7/1/2020	6/30/2021
Will promote MJF throughout the District	GAT Team	Visits and emails	7/1/2020	6/30/2021
Have the District LCIF Coordinator to visit as many clubs as possible to promote	District LCIF Team	Campaign 100 Material	7/1/2020	6/30/2021
Collect funds at District Convention Parade of Checks	Clubs and CT	Emails	11/1/2020	1/15/2021
All Clubs in the District will donate to LCIF	DG and LCIF Coordinator	Visits and emails	7/1/2020	6/30/2021
i Will personally donate 100.00 annually	DG	Campaign 100 pledge	7/1/202	

## DISTRICT CUSTOM IMPACT

### Goal Statement

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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