

# 2020-2021 District Goals



District: 27 C1

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	21	20
2nd Quarter	0	0	21	20
3rd Quarter	0	0	21	20
4th Quarter	0	0	21	20

### FY New Clubs

0

### FY Charter Members

0

### FY New Members

84

### FY Retention Goal

80

### NET GROWTH GOAL

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

4

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Introduce Nami to Clubs	GAT Team	Disseminate information	07-01-20	01-01-21
Promotion of story telling	GAT Team	Personal contact	07-01-20	01-01-21
Monthly electronic communications with clube	GAT Team	Internet & contact information	07-01-20	06-31-21
Feedback from clubs	Club officers	Communications	07-01-20	06-31-21

## 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

## 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

Raise at least \$20,000 for Pediatric Cancer in the district. Work with other groups/organizations to bring the total to \$40,000. Submit grant request to LCI for a \$40,000 matching grant. Give Marshfield Clinic \$80,000 to improve/developpe a safe play/comforting area to be a kid in the Pediatric Cancer Ward.

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Inform clubs of the endeavor	GAT Team	Communications	07-01-20	03-20-21
Solicit clubs and members	GAT Team	Communications	07-01-20	03-20-21
Work with Dr. Sri on grant application	GAT Team	Grant writing resource	05-01-20	08-01-21
Work with Dr. Sri on additional funding	GAT Team	Selling the idea/dream	07-01-20	02-28-20