

2020-2021 District Goals



District: 321C1
Constitutional Area: India, South Asia and Middle East

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	0	0
2nd Quarter	2	22	15	30
3rd Quarter	6	75	60	95
4th Quarter	2	30	22	45

FY New Clubs

10

FY Charter Members

127

FY New Members

97

FY Retention Goal

170

NET GROWTH GOAL

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

54

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Reward and recognition	DG	Appreciation certificates and pins	01/07/2020	30/06/2021
Social Media engagement	DG Team & PSTs	IT related devices	01/07/2020	30/06/2021
Service activity promotion	Club members	Funding from members	01/07/2020	30/06/2021
Word of mouth	Club Members	Team work and goodwill	01/07/2020	30/06/2021

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

To facilitate membership growth.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Social media engagement	DG Team	IT related infrastructure	1/07/2020	30/06/2021
Reward and recognition	DG	Felicitations programs	1/07/2020	30/06/2021
Effective orientation programs	PSTs	Club meetings	1/07/2020	30/06/2021
Measuring member satisfaction	PSTs & DG Team	Questionnaires, feedback forms	1/07/2020	30/06/2021

DISTRICT CUSTOM IMPACT

Goal Statement

To facilitate membership growth.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Reward and recognition	DG	Felicitations programs	01/07/2020	30/06/2021
Inviting for programs	PSTs	Personal contacts	01/07/2020	30/06/2021
Word of mouth	Club members	Personal contact	01/07/2020	30/06/2021
Social Media engagement	DG team	IT related infrastructure	01/07/2020	30/06/2021
Awareness programs	Club members	public platforms	01/07/2020	30/06/2021