

2020-2021 District Goals

District: 33 K

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	50	40
2nd Quarter	0	0	17	5
3rd Quarter	1	20	15	12
4th Quarter	0	0	5	25

FY New Clubs

1

FY Charter Members

20

FY New Members

87

FY Retention Goal

82

NET GROWTH GOAL

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

25

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Identify community within the district to charter a new Lions Club	GAT	Social Media	Immediately	08/2020
Establish quarterly district/club promotion events at Zone level to increase local awareness and service opportunities to help recruit new members	GMT and NAMI	Social Media	08/2020	10/2020
Identify Clubs with membership challenges	GMT	Membership Reports	07/2020	10/2020
Assign Guiding Lions	DG	Membership Reports	09/2020	10/2020
Continue to conduct Club Assessments to determine strengths and weaknesses to minimize drops	Guiding Lions/Zone Chairs	Trained Guiding Lions and Membership Tool Box	10/2020	07/2021

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

NAMI - By the beginning of the 2020-2021 DG year our MD will opt into the NAMI initiative Identify Team Leaders and implement action plans.

District 33K has already identified an overall Team Leader who has broken the initiative into additional teams working with the 1st and 2nd VDGs

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Opt into NAMI	VDG1	DG.GMT	3/17/2020	07/01/20
Seek input from current DG	VDG1	DG/VDG1	3/2020	7/01/20
NAMI Chair Conference	DGE	NAMI.DGE	06/2020	07/01/20
NAMI Team Leaders	NAMI Chair		06.2020	07/01/20
Develop Action Plan	NAMI Chair	NAMI	06/2020	07/2020
Implement Plan	NAMI Team	NAMI Chair & Team	07/2020	07/31/2020

DISTRICT CUSTOM IMPACT

Goal Statement

Implement NAMI
Break NAMI into various teams to ensure we have a plan in place for the year

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Develop Leadership Planh	GLT Chair		07.2020	07/31/2020
Develop Membership Plan	GMT Chair		07.2020	07/31/2020
Develop Service Goals	GST Chair		07.2020	07.31.20
Work with Zone Chairs to establish plans	DG		07.2020	7/31/20
Develop District Recognition Program	DG/Orientation		07.2020	07/31/20