

2020-2021 District Goals

District: 35 O
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	20	50	25
2nd Quarter	1	20	40	50
3rd Quarter	0	0	50	25
4th Quarter	0	0	50	60

FY New Clubs

2

FY Charter Members

40

FY New Members

190

FY Retention Goal

160

NET GROWTH GOAL

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

70

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Review and analyze current membership trends using monthly reports such as club health assessment	DG, GMT/team	Club Health Report, club reports	7/20	9/20
Identify areas where a new club is needed examining what actions have been taken in the past years.	DG, GMT/team	Community survey, previous activity	7/20	9/20
Select a location within the area to hold an interest meeting	GMT/team, local Lions	Meeting location	9/20	9/20
Establish one new club	GMT/team, local Lions, zone chair	Meeting place	9/20	12/20
Review the reasons for loss of members; work on ways to retain members	DG, GMT, club leadership	Club assessment, club reports	9/20	12/20

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

By the end of fiscal year 2020-2021 70% of incoming club leadership will complete officer training.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Classes will be offered several times throughout the first quarter supplementing any previously offered classes.	DG, GLT	Meeting location, personnel	7/20	8/20
District Governor will instruct the zones chairs as a 1st line of defense.	DG	Meeting location, zone chair handbook	6/20	6/20
Zone chairs will be tasked with organizing zone meetings, club visitations, and reporting club progress, activities and possible problem situations.	Zone Chairs	Meeting location, reports	8/20	6/21
As necessary, classes will be repeated for those who did not or could not make the previous class offerings	GLT, DG	Meeting location, instructors	1/21	4/21

DISTRICT CUSTOM IMPACT

Goal Statement

By the end of fiscal year 2020-2021 Lions Clubs in District 35-O will complete an environmental project for their individual communities.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Clubs will collect plastic bottle caps for the purpose of creating a memorial bench.	Environmental chair, club environmental chairs, DGir	Place to store collected caps	7/20	4/21
Clubs should enlist the assistance of local schools, especially Leo Clubs, in collecting caps.	Environmental chairs/team	Lion representatives to schools	7/20	4/21
Collected caps will be taken to factory where benches will be created	Volunteer Lion	Transport	4/21	5/21
Places will be designated for the bench by the club leadership in each community or zone	Club leadership, zone chair	Designated location	4/21	5/21
As a second possible environmental project, clubs will plant iris rhizomes around clubhouse or designated area within the community	Club leadership	iris rhizomes, designated area	7/20	6/21