

# 2020-2021 District Goals



District: 351

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	20
2nd Quarter	1	15	15	5
3rd Quarter	1	15	15	0
4th Quarter	1	15	20	15

### FY New Clubs

3

### FY Charter Members

45

### FY New Members

50

### FY Retention Goal

40

### NET GROWTH GOAL

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

55

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Hold retention and recruiting seminars	Governors, GAT, VDGs, Zone Chairperson	District fund for location	July 1	June 30, 2021
Work to charter branches and specialties clubs	Governor, GAT, Zone chairperson	Cabinet team	July 1	June 30,2021
Increase the service activities to attract new members and aid in retaining members	Governors, VDGs, GAT team, Zone Chairperson, District Chairperson and clubs	Cabinet team	July 1	June 30,2021
Charter new Leo Clubs	Governor, Leo DC, Lions clubs	Cabinet team	July 1	June 30,2021
Train appointed person to use software	District IT, DC Marketing and social media		July 1	September 30, 2020
Training program	Governor, GAT	Governor Team	October 1	March 31, 2021
Awards for clubs with yearly growth over 5 members	Governor, GMT. Zone Chairperson	District fund for awards	July 1	June 30, 2021
Awards for clubs with less than 2 members drop during year	Governor, GMT. Zone Chairperson	District fund for awards	July 1	June 30, 2021
Awards for clubs chartered Leo Club	Governor, GMT. Zone Chairperson	District fund for awards	July 1	June 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

# Action Plan

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Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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## DISTRICT CUSTOM IMPACT

### Goal Statement

### Action Plan

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Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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