

2020-2021 District Goals



District: 4 A1

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	30	15	40
2nd Quarter	1	5	75	50
3rd Quarter	2	20	100	100
4th Quarter	1	15	10	60

FY New Clubs

5

FY Charter Members

70

FY New Members

200

FY Retention Goal

250

NET GROWTH GOAL

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

20

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
form marketing team	NAMI team w/DG	Direction from NAMI team	April 28	May 28
Cabinet Training	DG/GLT	Virtual Mtg.	Invite in April & May	May 7
Train Guiding Lions	GAT Team	Phone Calls & I encouragement	In Process	June 25

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

Opt in to NAMI and begin process by July 1.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Establish NAMI team	DG/GAT/FDG	Invite all to Virtual Meeting	April 7	April 7
Set time for meetings	Group Effort	Computers	April 7	April 7
Make Plan	Group	SWOT's	April 14	April 21
Vision	Group	Strategies	April 21	ongoing
Meet weekly	Group	Enact plans	April 28	ongoing

DISTRICT CUSTOM IMPACT

Goal Statement

Train incoming club officers before July 30

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Find meeting place	DG	Facility	March 15	April 1
Choose instructors	GAT Team	computers/wifi	March 16	May 16
Inform Incoming officers	Gat/DG team	Phone calls & emails	March 17	May 15