

# 2020-2021 District Goals



District: 4 A3

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	20	15
2nd Quarter	1	25	25	25
3rd Quarter	0	0	30	50
4th Quarter	1	25	50	60

### FY New Clubs

2

### FY Charter Members

50

### FY New Members

125

### FY Retention Goal

150

### 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
Opt in to NAMI	DG	LCI NAMI Resources	3/22/2020	3/30/2020
Review & analyze membership trends for the district	DG, NAMI Team	Club Health Assessment for the district, Review "Insights" from LCI.	5/01/2020	5/30/2020
Conduct a districtwide SWOT Analysis	DG, NAMI Team	NAMI Team members, Zoom meeting technology	5/06/2020	5/30/2020
Compile SWOT Analysis	NAMI TeamDG, GAT	LCI NAMI resources, NAMI Team members, Zoom technology	5/13/2020	5/30/2020
"Build a Vision" Meeting based on SWOT Analysis results	NAMI Team, DG	NAMI Team members, Zoom technology	5/26/2020	6/01/2020
Provide NAMI overview at District Virtual Meeting	DG, DGE, NAMI Champion	Zoom Technology	5/23/2020	5/23/2020
Individual clubs provided with a "Self Assessment form to provide feedback to NAMI Team in the area of membership, service & leadership	NAMI Champion, Club President, Incoming Club President, Club Membership Chair	Form developed based on LCI recommendations	6/01/2020	6/15/2020
Analyze feedback provided by clubs	NAMI Champion, DG, GAT, DG	NAMI Feedback Form, Reports, Informational graphs	6/16/2020	7/01/2020
Designated NAMI Analytical Team will contact individual clubs who did not respond to Self Assessment Form	NAMI Champion, NAMI Analytical Team	phone calls, mileage reimbursement for Analytical Team	7/01/2020	7/30/2020
NAMI Training for Region & Zone Chairs	DG, NAMI Team	NAMI LCI materials, Zoom meetings	7/15/2020	10/15/2020
NAMI Training for Club Membership Chairs and Club Presidents	Region & Zone Chairs, NAMI Team	NAMI LCI materials, Zoom meetings	9/01/2020	10/15/2020

## 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

GOAL 1: 75% of clubs in my district will report their service projects using MyLion by the end of the 4th Quarter.

GOAL 2: By the middle of the 2020-2021 fiscal year, our district will have a First Vice District Governor candidate that will ensure district leadership for the 2021-2022 year.

## Action Plan

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Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
GOAL 1:				
Appoint a GST	DGE, Out-going GST	Viable candidates	5/01/2020	5/30/2020
Region & Zone Chairs will receive training primarily via Zoom on reporting service using MyLion	DGE, GST	LCI resources	7/15/2020	9/15/2020
Club secretaries will receive training primarily via Zoom on reporting service using MyLion	DGE, GST, Region & Zone Chairs	MyLion, LCI Resources	9/15/2020	12/30/2020
GOAL 2:				
A group of at least 5 Past District Governors will convene to develop strategies to ensure that prospective district governors are available every year in order to continue district leadership.	Past District Governors, DGE, GLT	Past District Governors, Zoom technology	10/01/2020	12/15/2020
At least 8 prospective district leaders will attend either one (North/South) of the Multiple District (California) sponsored Leadership Institutes	DG, GLT	District & club funding/scholarships	1/15/2020	5/31/2021

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