

2020-2021 District Goals



District: 412 B

Constitutional Area: Africa

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	5
2nd Quarter	3	20	100	15
3rd Quarter	1	20	20	10
4th Quarter	1	20	80	5

FY New Clubs

6

FY Charter Members

80

FY New Members

250

FY Retention Goal

35

NET GROWTH GOAL

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

295

Action Plan

[SMART_Goal D412B 2020-21 LCIF.pdf](#)

[SMART_Goal1 - 2020-21 D412B Membership.pdf](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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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

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

Goal Statement

To grow membership by plus 40% by Jun2021, recruit at least three MJFs and carry out campaigns to support campaign100 by june2021 raising about USD10,000

Hold RLLI and ALLI Institutes to increase leadership capacities by June 2021

Introduce awards for clubs holding service activities and reporting the same quarterly

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Challenge clubs with less than 20 members to up	Club Membership Directors AND GMTC	District recap and MYLCI	01Jul	30Sep20
Introduce awards for clubs growing and retaining membership	DG and GMTC	MYLCI and District newsletter	01Jul	31Dec20
Hold leadership institutes RLLI and ALLI	DG TEAM and GLTC	GLTC, Zone Chairs and Club presidents	01Jul	30Jun20
Intense Membership drive in Mozambique	DG Team, Coordinating Lion, Region Chair	Coordinating Lion, Region Chair Moz, DGteam and District Newsletter, online pub	01Jul	31Mar20