

# 2020-2021 District Goals



District: 413  
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	90	55
2nd Quarter	3	50	120	50
3rd Quarter	3	50	100	40
4th Quarter	2	30	80	40

### FY New Clubs

9

### FY Charter Members

150

### FY New Members

390

### FY Retention Goal

185

### NET GROWTH GOAL

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

355

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
The District will charter three branch clubs one each in the 2nd, 3rd and 4th quarters	GMT, Region and Zone Chairpersons	Membership grants, Club membership guide	October 2020	June 2021
The District will charter Six regular clubs one each in the 1st,2nd, 3rd and 4th quarters	GMT, Region and Zone Chairpersons	Membership grants, Club membership guide	July 2020	June 2021
All Club to recruit at least 8 new members each	Guiding Lions, Club Presidents, Membership Chairpersons	Club membership Chair guide, membership Development Guide	July 2020	June 2021
District to arrange 2 general new members orientations	GMT, Region and Zone Chairpersons	Conducting effective membership orientation guide	July 2020	June 2021
District to conduct 5 Lions day member invitation activities	DG Team, GMT, Region and Zone Chairpersons	Community needs assesment guide, Fundraising grant	October 2020	June 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

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

### Goal Statement

By the end of June 2021, the District will have achieved a net membership growth of 355 new members, reduce membership loss to maximum of 185, provided life changing service and will have contributed to LCIF a minimum of US\$60,000 towards campaign 100.

## Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
District will conduct active search for new members	GMT, Region and Zone Chairpersons, Club Presidents, Club membership Chairpersons	New membership recruitment Guide, orientation Guide, Public relations guide, New Club Development grant	July 2020	June 2021
Conduct continuous fund raising for US\$60,000	LCIF coordinator, Club LCIF coordinators	Campaign 100 materials	July 2020	June 2021
Conduct Monthly, Quartely and Bi-annual training of Lions	GLT, GMT, Region and Zone Chairpersons, Club Presidents, Club membership Club Membership chairperson	LCI training materials, Training grant	July 2020	June 2021
Conduct a service activity every month	GST, Zone Chairpersons, Club Presidents	Mylion, LCIF Grants	July 2020	June 2021