

2020-2021 District Goals



District: 5M 3

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	15	12
2nd Quarter	1	10	12	10
3rd Quarter	0	0	10	6
4th Quarter	1	5	15	6

FY New Clubs

2

FY Charter Members

15

FY New Members

52

FY Retention Goal

34

NET GROWTH GOAL

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

33

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Membership	GMT	Membership Nights	July 1 2020	July 1 2021
Membership	All Members	Leadership Training to bring members in	July 1 2020	July 1 2021
New Club Development	GAT	Advertising, Funding	July 1 2020	July 1 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

1. Officers Training 50% of the clubs will participate.
2. 5 Lions members will do Lions Leadership Forum.
3. Net Gain of 30 members.
4. 3 Membership Growth Events
5. 5M3 will serve 15,000 people in 2020-2021
6. 5M3 will complete 125 service activities.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Officers Training	GAT	E-mail, Newsletter	April 1 2020	August 30 2020
Members to Training	Cabinet	E-Mail, Newsletter, Phone	July 1 2020	July 30 2021
Membership Growth Events	Cabinet	Newsletter, E-mail	July 1 2020	January 1 2021

DISTRICT CUSTOM IMPACT

Goal Statement

5M3 will serve 15,000 people in 2020-2021

5M3 will serve 125 Service Activities in 2020 -2021

100% Club Contribution to LCIF

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Pancake benefits	all members	Advertising, newsletter	July 1 2020	June 1 2021
Festivals,Prime Dinners	all members	Members selling tickets, sign up sheets	July 1 2020	July 1 2021
Ask them to donate	all members	Newsletter	July 1 2020	July 1 2021