

2020-2021 District Goals



District: 5M 4

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	30	25
2nd Quarter	0	0	30	25
3rd Quarter	1	25	30	25
4th Quarter	0	0	30	25

FY New Clubs

1

FY Charter Members

25

FY New Members

120

FY Retention Goal

100

NET GROWTH GOAL

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

45

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Increase membership by net 2 per club	DG, GAT, club		07/01/2020	06/30/2021
100% club participation to Campaign	DG, GAT, zone chairs, clubs		07/01/2020	06/30/2020

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

By the beginning of the 2020-2021 fiscal year, our district will have completed a SWOT analysis of the following topics: membership, leadership, service, and LCIF.

100% club participation in Campaign 100 by June 30, 2021 to meet MD5M goal of \$1,650,346

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Membership drive	GAT, clubs		07/01/2020	06/30/2021
Encourage Campaign 100 participation	LCIF chair, DG, zone chairs, clubs		07/01/2020	06/30/2020

DISTRICT CUSTOM IMPACT

Goal Statement

100% of Lions clubs in 5M4 and/or their members, whose contributions count towards a club donation, will be donors to LCIF's Campaign 100 by June 30, 2021.

5M4's Campaign goal for 2020-2021 is \$85/member or \$129,469

MD5M's Campaign 100 goal for 2020-2021 is \$1,650,346

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Educate, promote Campaign 100	GAT, LCIF chair, zone chair club presidents	LCIF Campaign 100 materials	07/01/2020	06/30/2021
Monthly updates on donations	LCIF chair		08/01/2020	06/30/2021
Club challenge	GAT, LCIF chair, zone chairs, club members	LCIF Campaign 100 info	07/01/2020	06/30/2021