

2020-2021 District Goals

District:

6 C

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	5	0
2nd Quarter	1	20	5	0
3rd Quarter	0	0	5	0
4th Quarter	1	20	5	10

FY New Clubs

2

FY Charter Members

40

FY New Members

20

FY Retention Goal

10

NET GROWTH GOAL

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

50

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Potential new member invited to attend and participate in local service projects.	GAT	GLT/GMT/GST	6/01/2020	05/31/2021
Ensure that no more than 10 members will be dropped during the year.	GMT/Zone Chairs	Club membrs	6/01/2020	05/31/2021
Hold membership and growth work shops in first and second half of the year.	GMT	GAT/Zone Chairs	6/01/2020	05/31/2021
Advertise club meetings and project (time and locations) using local news and social media platforms.	Marketing Chair	Zone Chairs Club Secretaries	6/01/2020	5/31/2021
Meet with clubs to identifys/issues and provide assistance.	GAT/Zone Chairs	Club Members	6/01/2020	5/31/2021

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

My District Goal will be \$30.00 (\$15.00 per member each period) for a total of \$18,000.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
rRequest each member donate \$15 each 6 month period for a total of \$30 per member	DG/LCIF Chair	All Members	7/01/2020	6/30/2021
