

# 2019-2020 District Goals



**District:** District 105CE  
**Constitutional Area:** Europe

## LEADERSHIP: CLUB OFFICER TRAINING

**In the 2019-2020 fiscal year, 50% of incoming Club Officers will complete Club Officer training.**

### Action Items:

- I will ensure that my district team understands their roles in the Club Officer training process .
- I will encourage the District GLT Coordinator to include Club Officer training in the GAT development plan and to report the completed training.
- I will support and promote Club Officer learning events .

Additional action items to achieve this goal:

1. Ensure that my district team understands their roles in the Club Officer training process by end July 2019.
2. Encourage the District GLT Coordinator to include Club Officer training in the GAT development plan and to report the completed training for key officers and how to fill any gaps .
3. Supporting and promoting Club Officer learning events .
4. Running a District Cabinet Elect Kick-Off meeting on 26 May where I will share my goals for 2019-20 and have the cabinet work through their plan as to how they will support these goals.
5. Encourage my GLT Officer Elect - Derek Rutter to run an incoming officers training programme for all incoming Club Officers, this will ensure all new club officers are engaged and a understand their roles in achieving the District Goals. All new incoming Officers to have had training or coaching session by end October 2019.

## REGION AND ZONE CHAIRPERSON TRAINING

**In the 2019-2020 fiscal year, 100% of incoming Region and Zone Chairpersons will complete Region and Zone Chairperson training.**

### Action Items:

I will ensure that my district team understands their roles in the Region and Zone Chairperson training process. I will encourage my District GLT Coordinator to include Region and Zone Chairperson training in the GAT development plan and to report the completed training.

I will support and promote Region/Zone Chairperson training events.

I will encourage my District GLT Coordinator to apply for Leadership Development Funding to offset the cost of Zone Chairperson training.

Additional action items to achieve this goal:

1. Ensuring that my district team understands their role and responsibility in the Region and Zone Chairperson training / coaching process. This will be done as part of the District Kick- Off on 26 May.
2. Encourage my District GLT Coordinator to include Region and Zone Chairperson training in the GAT development plan and to report the completed training and how to fill any gaps.
3. Supporting and promoting Region/Zone Chairperson training events.
4. Encourage my District GLT Coordinator to apply for Leadership Development Funding to offset the cost of Zone Chairperson training.
5. Run a District Cabinet Elect Kick-Off meeting on 26 May where I will share my goals for 2019-20 and have the cabinet work through their plan as to how they will support these goals. For those unable to attend, video conference training will be held to bring them up to speed on the plan and outcomes of the Kick- Off day.
6. Region / Zone leads will have ongoing coaching from the 1st and 2nd VDGs who will divide the District between them both.

## LEARNING FOR EVERY LION

### Lions Leadership institutes

**During the 2019-2020 fiscal year, the district will identify 5 qualified candidates to apply for local and Lions Clubs International sponsored institutes in our area.**

#### Action Items:

I will ensure my district team understands their role in identifying qualified candidates for institutes.

## MEMBERSHIP: INVITE FOR IMPACT

	FY New Members
1st Quarter	30
2nd Quarter	30
3rd Quarter	35
4th Quarter	30

**By the end of the 4th quarter, the district will add a total of 125 new members.**

#### Action Items:

My district will establish 1 club branch(es).

My district will induct 20 new Lions under 40 years old.

My district will convert 0 Leos to Lions.

My district will organize at least 2 membership growth event(s).

All clubs in my district will set individual membership goals.

My district will use and promote membership resources to achieve our goal (i.e. Just Ask! Guide, Club Membership Chair Guide with induction ideas, Community Needs Assessment, and Membership Development Grant).

## NEW CLUB DEVELOPMENT

	New Clubs	Charter Members
1st Quarter	0	0
2nd Quarter	0	0
3rd Quarter	0	0
4th Quarter	1	20

**By the end of the 4th quarter, the district will start 1 new clubs.**

**With a minimum of 20 charter members.**

### Action Items:

My district will ensure all Guiding Lions are certified and assigned to new clubs.

My district will host a New Club Development Workshop.

My district will organize 0 Leo Club(s).

My district will start 0 Speciality Club(s).

Note: although, no Leo's and Speciality Clubs will be formed during 2019-20, there will be plan in place to start programmes to develop both Leos and Speciality Clubs.

This will be headed by Membership Lead.

My district will start 0 Campus Club(s) at Note: although, no Campus Clubs will be formed during 2019-20, there will be plan in place to start programmes to develop Campus Clubs. This will be shared by Membership Lead and GLT Lead with following establishments on the 'hit list'

Nottingham Trent University

University of Nottingham

Anglia Ruskin University

University of East Anglia

University of Lincoln

Cambridge

University of Essex

New College Suffolk – Ipswich

University Centre Peterborough school/university

My district will use and promote membership resources to achieve our goal (i.e. Membership Development Grants, New Club Development Guide, and Just Ask! Guide).

## MEMBER RETENTION

	Drops
1st Quarter	70
2nd Quarter	80
3rd Quarter	45
4th Quarter	85

**By the end of the 4th quarter, the district's membership drops will not exceed 280 members.**

### Action Items:

My district GAT Coordinators will promote the use of the "How Are Yours Ratings? survey.  
 My district will use the Club Quality Initiative to support member retention  
 My district GAT Coordinators will ensure that all clubs are conducting effective new member orientations .  
 My district will survey former members to better understand and evaluate how to improve member satisfaction.

Additional action items to achieve this goal:

1. The membership Lead will create an on-line New Members Forum to ensure members find likeminded persons for support and to share a Q&A platform to help with development as new Lions.
2. The membership lead will hold bi-monthly online / video Q&A sessions for new members.

## NET GROWTH GOAL

125	+	20	-	280	=	-135
FY New Members	+	FY Charter Members	-	FY Retention Goal	=	NET GROWTH GOAL

## SERVICE: PEOPLE SERVED

**In the 2019-2020 fiscal year, my district will serve 300000 people.**

### Action Items:

Of the total number of people served in my district, 30000 people will be youth (under 18 years old).  
 My district will use and promote service resources to achieve our goal (i.e. Service Project Planners, Club and Community Needs Assessment, Developing Local Partnerships, and Fundraising Guide).  
 I will encourage clubs in my district to work together to collaborate on their service projects to maximize the impact in their community.

Additional action items to achieve this goal:

1. Clubs will be encouraged to report all service hours promptly and shown the benefits of such reporting to Lions Association in general and the Clubs in particular.
2. We will focus on youth related programmes within the District, Multiple District and Internationally.

## **SERVICE ACTIVITIES**

**In the 2019-2020 fiscal year, my district will complete 400 service activities.**

### **Action Items:**

I will educate clubs in my district about our global causes.

## **SERVICE ACTIVITY REPORTING**

**In the 2019-2020 fiscal year, 60 % of clubs in my district will report their service projects via MyLion Web or MyLCI.**

### **Action Items:**

My District GAT Coordinators will organize MyLion Web reporting training and provide the Why Service Reporting Matters document to attendees.

I will encourage all members (or all Club Presidents) in my district to download the MyLion app and use it for all service projects.

I will ensure the Global Action Team continues to support clubs in reporting.

I will emphasize the responsibility of the Club Service Charis to report their clubs service.

My district will use and promote service resources to achieve our goal (i.e. Service Activity Reporting, Service Reporting Guide, and Why Service Reporting Matters).

Additional action items to achieve this goal:

I will implement services targets to Services Lead and will measure against targets from outset. Membership through service is key to the success of the District, so driving services, proactively measuring and reporting on success and gaps to success will be a high priority.

### **Custom goal and action items**

The service lead will ensure that all Clubs are made fully aware of the great work that LCIF do for the needy and for Lions Clubs in supporting their projects. This will be a education / training to encourage participation and fund raising for LCIF, particularly the Global Causes.

## **LCIF: PARTICIPATE**

**By the end of the 2019-2020 fiscal year, 30% of Lions in my district will understand the impact of our Foundation and demonstrate their support with a donation to LCIF.**

### **Action Items:**

I will support my LCIF District Coordinator to educate Lions about LCIF and maximize participation of Lions in Campaign 100: LCIF Empowering Service.

## **FUNDRAISE**

**During the 2019-2020 fiscal year, I will partner with our LCIF District Coordinator to raise US\$ 30000.00 to support Campaign 100: LCIF Empowering Service.**

### **Action Items:**

My district will raise US\$ 28000.00 to support Campaign 100: LCIF Empowering Service.

Additional action items to achieve this goal:

1. My District will have an individual responsible for driving LCIF Grant Applications , as well as increasing service project impact from local clubs, this action will highlight the importance of giving to LCIF and therefor promote donations to LCIF.
2. My District will recruit 10 MJFs and will encourage the giving of Progressive MJFs. However, it must be noted that most of these will be accrued through use of credits that clubs hold from LCIF as opposed to net new investments to the programme. Therefore, we assume 2 net new MJFs.

## **ADVOCATE**

**In the 2019-2020 fiscal year, 60% of clubs in my district will report their service projects via MyLion Web or MyLCI.**

### **Action Items:**

My district will educate our Lions about the expanded global causes for LCIF and grant opportunities available to us.

I will include messaging about LCIF in every visit I make as District Governor

For ALL grants awarded to my district, I will ensure 100% of project reports are submitted on time to LCIF to remain in good standing for future funding

Additional action items to achieve this goal:

I will cover off the importance of reporting as part of the Cabinet Kick-Off day and New Officer Training Day. The district will also prepare and distribute an 'idiot's guide to service reporting'.