

# 2019-2020 District Goals



**District:** District 5 NE  
**Constitutional Area:** U.S. and Affiliates, Bermuda and Bahamas

## LEADERSHIP: CLUB OFFICER TRAINING

**In the 2019-2020 fiscal year, 65% 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:

Send out an e-mail or similar correspondence to the President and Secretary of every club in the District with detailed instructions on where to find the Club Officer E-Books and the other Club Officer training modules on the Lions Learning Center.

Officer Training to be conducted at the District Spring Rally in April.

## 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:

Conduct Zone Chairperson training at the first cabinet meeting of the year with the help of the District GLT Coordinator.

## LEARNING FOR EVERY LION

### Lions Leadership institutes

**During the 2019-2020 fiscal year, the district will identify 2 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.

### Custom goal and action items

Along with the current District Governor Team, District Cabinet and the Past District Governors, identify a list of Lion leaders in order to always have a second vice district governor elect to be voted on at the State Convention. This will be accomplished by reaching out to these two groups and collecting names of Lions to be placed in a document. Use this document to approach and encourage Lions Leaders to move up to the next level of leadership in Lions.

In conjunction with District 5NW, hold a women's leadership rally to be held in the 3rd Quarter. We would invite current women Lions as well as potential new women Lions members to attend this event.

## MEMBERSHIP: INVITE FOR IMPACT

|             | FY New Members |
|-------------|----------------|
| 1st Quarter | 10             |
| 2nd Quarter | 30             |
| 3rd Quarter | 20             |
| 4th Quarter | 10             |

**By the end of the 4th quarter, the district will add a total of 70 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 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 | 1         | 20              |
| 3rd Quarter | 0         | 0               |
| 4th Quarter | 0         | 0               |

**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 start 1 Speciality Club(s).

My district will start 1 Campus Club(s) at University of Jamestown - Jamestown, ND 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 | 15    |
| 2nd Quarter | 5     |
| 3rd Quarter | 15    |
| 4th Quarter | 5     |

**By the end of the 4th quarter, the district's membership drops will not exceed 40 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.

## NET GROWTH GOAL

|                |   |                    |   |                   |   |                 |
|----------------|---|--------------------|---|-------------------|---|-----------------|
| 70             | + | 20                 | - | 40                | = | 50              |
| 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 45000 people.**

### Action Items:

Of the total number of people served in my district, 500 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.

## SERVICE ACTIVITIES

**In the 2019-2020 fiscal year, my district will complete 250 service activities.**

### Action Items:

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

## SERVICE ACTIVITY REPORTING

**In the 2019-2020 fiscal year, 65 % 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).

### Custom goal and action items

Task each Zone Chairperson to work with the District Governer Team to create a Zone Project in their Zone during the Lions year.

## LCIF: PARTICIPATE

**By the end of the 2019-2020 fiscal year, 75% 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.

My district will promote members giving \$2 each week to Campaign 100: LCIF Empowering Service.

I will lead by example and personally support LCIF with an annual donation of US\$ 600.00

## FUNDRAISE

**During the 2019-2020 fiscal year, I will partner with our LCIF District Coordinator to raise US\$ 40000.00 to support Campaign 100: LCIF Empowering Service.**

### Action Items:

My district will raise US\$ 1000.00 to support Campaign 100: LCIF Empowering Service.

My district will secure 1 Model Club commitments for Campaign 100: LCIF Empowering service.

My district will recruit 5 100/100 Clubs this year

## ADVOCATE

**In the 2019-2020 fiscal year, 65% 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

### Custom goal and action items

**Purpose:** Make a US\$30,000 Major Gift Pledge from MD5 to LCIF Campaign 100 Promote Peace Poster contest (US\$6,000/year for five years).

**Time Frame:** 2019-2024

**Description:** Two Peace Poster winners from each district will be assigned to the 12 months of the year, with the winning posters, artists, sponsoring clubs featured.

**Amount:** 1,000 calendars will be printed with 150 for each US district and 200 for each Saskatchewan district.

**Funding:** MD5 will budget funds to pay for the printing of the posters. To avoid merchandise crossing international borders, one Canadian and one US printer will be identified to print the same calendar for distribution in the respective countries.

**Donation:** Each US district will be billed in US currency for up to 150 calendars sold in each US district payable by the spring meeting of the Council of Governors. Each Saskatchewan district will be billed in US currency for up to 200 calendars sold in each Saskatchewan district payable by the spring meeting of the Council of Governors.

**The Process:** District 5NW will raise funds by selling the calendars to the Lions clubs. This will be an opportunity for more Lions to get involved in a district-wide project of promoting the calendars for the Peace Poster contest. If every club were involved, that would mean selling 2-3 calendars per club to raise US\$1,000.

**Preparation:** All the districts need to have their winners selected by October 31, 2019 as well as District 5NW. The calendars can then be printed and ready to distribute by the end of December 2019 to be available to start selling throughout the 2nd half of the Lion year.

In conjunction with District 5NW create a Lions Day in ND. Our goal would be to have all of the clubs in both districts in ND have a pancake breakfast on the same day. 50% of all of the proceeds would be given to one of the LCIF global causes. This would be an annual event.