

# 2020-2021 District Goals



District:

District 43 K

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	1	30	20	15
2nd Quarter	0	0	15	10
3rd Quarter	1	30	15	5
4th Quarter	1	30	5	15

### FY New Clubs

3

### FY Charter Members

90

### FY New Members

55

### FY Retention Goal

45

### NET GROWTH GOAL

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

100

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
#1 Start new club contact list with Mayor and County Judge Executive'	Myself	Prepared plan of action from Myself for the building of a new club.	7/20/2020	7/25/2020
Start recruiting	State & District GAMI Team members from Region 1 all Zones & Region 2 Members	Meeting location to instruct all participants the 1st day of recruiting. Local advertising in newspaper and Fliers plus radio spots.	7/20/2020	7/20/2020
Continue recruiting for two more days	Same crew working	Pick up a local contact to help recruit that knows who to reach out to.	7/21/2020	7/21-22/2020
Wrap up recruiting, Set location for first informational meeting, follow up any leads, and invite guests.	District NAMI Team	Previous recruits should help decide where to meet.	7/27/2020	7/27/2020
#2 Start working with local Clubs to increase their membership.	District NAMI Team Leaders and GAT Coordinators	All contact info for Club Officers	7/2/2020	7/31/2020
Continue until all Clubs have been contacted and improved growth has help Clubs recruit at least up to 15 total members	District NAMI Team and GAT Team	Include any needed Zone Chairs and Past District Governors	8/1/2020	6/30/2021
Teach Club Members to recruit and encourage them to continue recruiting in the future.	GAT Teams	Membership Committee Workbook and NAMI Materials	8/1/2020	6/30/2021
#3 Club Roster Increase	Encourage all Clubs to increase their Membership by a Net gain of 2 New Members	Encouragement from Governor's visits. GMT involvement, Governor's Point Contest.	8/1/2020	6/30/2021

## 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**

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**Action Steps**

**Responsible Party**

**Required Resources**

**Date to Begin**

**Due Date**

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# DISTRICT CUSTOM IMPACT

**Goal Statement**

**Action Plan**

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**Action Steps**

**Responsible Party**

**Required Resources**

**Date to Begin**

**Due Date**

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