

2020-2021 District Goals



District: 13 OH6

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	0	5
2nd Quarter	0	0	2	6
3rd Quarter	0	0	6	4
4th Quarter	1	20	5	10

FY New Clubs

1

FY Charter Members

20

FY New Members

13

FY Retention Goal

25

NET GROWTH GOAL

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

8

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Training Clubs on Zoom	Myself, GMT	Time & Computer, Smartphone, Tablet, Telephone	07/01/2020	06/30/2021
Membership Correspondence	Entire District	Time, computer, tablet, smartphone, telephone, newsletter	07/01/2020	06/30/2021
Each club host a prospective member meeting by inviting people to attend. Club provide overview of Lions and show videos/photos of activities. Establish and maintain communication. Utilize Ohio Plan. Mentor new members and make them a real part of the club.	GAT, Club and Club Presidents, Guiding Lions	Meetings, Computers, Mail	07/01/2020	06/30/2021
Retain current members by keeping involved in club and activities.	Club President and members	Lions, Computers, Mail, Phone	07/01/2020	06/30/2021
Utilized My Lion to report activities. Lions being able to show all the hours that Lions dedicate is impressive and could help with member recruitment. Also, being able to show all the different kinds of things that Lions do can get the interest up for potential members.	GAT and Clubs, Service Chairs and Administrator, District Administrator	Computer, Phone	7/01/2020	6/30/2021
Club Officer training. The better our officers are trained and aware of what Lions are about and do, the more they can lead their clubs.	DG, 1VDG, 2VDG, GLT	In Person Classroom, Zoom, handouts	7/01/2020	8/30/2021
Zone Chair Training and Activities. Informed and educated Zone Chairs provide details and helps educate others on the district, members, functions, activities, etc. ZCs can be instrumental in helping the district grow.	DG, GLT, GMT	In Person Classroom, Zoom, handouts	7/01/2020	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

Correspondence with entire district membership and possible new members due to being on a Stay at Home Order in OHIO or by providing Lions another opportunity of conducting business via utilizing electronic means (computers and phones) as well as mail.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Train members to use Zoom and other electronic ways of hosting a Meeting	DG and Marketing and Communications	Computer, tablet, smartphone, telephone	07/01/2020	06/30/2021
Have a monthly District Newsletter and have articles on using electronic means of communication	Newsletter Editor	Computer, paper, email, webpage	07/01/2020	06/30/2021
Conduct Meetings	DG, Cabinet, Club	Computer, Email, Mail	07/01/2020	6/30/2021
Utilize Ohio Plan to recruit new members	DG, Cabinet, Club	Computer, Email, Mail	07/01/2020	06/30/2021
Host GAT Meetings defining plans and action for district	GAT	Computer and Email	7/01/2020	8/30/2020
DG Visitations to Clubs	DG	Computer or In Person	7/01/2020	6/30/2021

DISTRICT CUSTOM IMPACT

Goal Statement

Implement overall District team approach for overall District involvement in Pediatric Cancer Research within the District to get all areas of the District involved in a project supporting pediatric cancer which will assist in awareness as well as funds raised in support of the project.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Continue to expand the OH6 team for pediatric cancer research.	DG, STEPS Coordinator, Clubs, Newsletter Editor	Meetings In-person or electronic, newsleter, handouts	07/01/2020	3/30/2021
Expand role for STEPS Walk/Run across the District. Define roles/responsibilities	DG and STEPS Coordinator	Electronic Handouts	07/01/2020	06/30/2021
Establish larger audience via advertisements/sponsorships of Lions Clubs	DG, STEPS Coordinator, Clubs, Newsletter Editor	Meetings In-person or electronic, newsleter, handouts	07/01/2020	06/30/2021
Clubs sponsor runners/walkers	Clubs	Computers, Phones, Handouts, Newsletter	07/01/2020	06/30/2021
All clubs participate via help at the event, financial support, staff, be runners/walkers	Clubs	Computers, Phones, Handouts, Newsletter	07/01/2020	06/30/2021