

# 2020-2021 District Goals



District: 130  
Constitutional Area: Europe

## 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	4	18
2nd Quarter	0	0	5	20
3rd Quarter	1	20	8	6
4th Quarter	0	0	10	5

### FY New Clubs

1

### FY Charter Members

20

### FY New Members

27

### FY Retention Goal

49

### NET GROWTH GOAL

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

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### Action Plan

[SMART Goal Template\\_en1D130.pdf](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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## 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

- 1.Clubs to increase Service Activity Reporting on MyLion from 25% (April 2020) to 75% at the end of 2020-2021 fiscal year.
- 2.Overall people served as per clubs reports on MyLion to be increased from 6102 (end of April 2020) to at least 25 000 (June 2021).
- 3.Leo District Bulgaria to be formed within June 2021

### Action Plan

<b>Action Steps</b>	<b>Responsible Party</b>	<b>Required Resources</b>	<b>Date to Begin</b>	<b>Due Date</b>
Zone and Region chairpersons training	GLT coordinator, DG	DG cabinet, DG GAT, Zoom meetings, on-line presentations. Leadership development Institute grant program, District grant for ZCh training	July 1st 2020	Sept 30 2020
Clubs' officers orientation and training how to report services on MyLion; Increase awareness for LCIF grant possibilities	DG, 1st VDG, Zone and region Chairs, GLT coordinator	Zoom meetings, PPT presentations, RLLI grant, translation in Bulgarian	June 1st 2020	Sept 30 2020
An on-line bulletin with service stories shared by the clubs will be emailed monthly and via social and on-line media for greater impact of what Lions do.	DG, PR and marketing District chairperson, GST coordinator	Canva, PPT, Public Relations grant?	July 1st 2020	June 2021
DG Excellence Club Award (number of people served and MyLion reporting) and MyLion Champion recognition	DG, GST coordinator, 1st VDG	DG budget	May 2021	June 2021
Leo Leadership conference to be held	DG, DLeo chairperson, GLT coordinator	Leo Leadership Grant	Sept.2020	April 2021