

2020-2021 District Goals

District: 14 N

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	2	21
2nd Quarter	1	21	11	5
3rd Quarter	0	0	2	0
4th Quarter	1	25	10	11

FY New Clubs

2

FY Charter Members

46

FY New Members

25

FY Retention Goal

37

NET GROWTH GOAL

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

34

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
I will ask my GMT to contact all clubs to find out their needs.	GMT	phone	July15	Aug 30
Will contact club that need my attention	DG		Aug 30	Sept. 30
Will pursue Lioness club to test their willingness to become Lions	GAT/ DG/GMT	LCI Bridge program	July	???
Will attend the next meeting of the Riverside Hopewell Branch club	DG/Zone chair.		???	???
will continue to contact people who showed interest in starting a club in our district	Zone Chair/Dg	LCI information	July 20	???
Encourage clubs to get out in the neighborhood and let people see us	District Administrator/cabinet members/club members	social media/emails/texts/	July 1	???
try to build a rapport with local media outlets	GAT/GST/DG/GMT	connections	July 1	June 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

We will mention to each club when we visit, to remember it's a big world and we need to help those less fortunate, no matter where it is. Relay to the LCIF coordinator he is welcome to use any means possible to get the message out.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Will contact all the clubs in the district to inform them of what I will be pushing to have accomplished through the year.	DG/ District Administrator	Email list	July 15	July 16
Will follow up with individual club contacts	DG	phone/ visits	July 16	March 30
Check periodically with clubs interested in participating in this plan	DG/VDG	media	July 16	March 15
Hope to have one third of the clubs enroled by the end of the year	DG/VDG	Media	July 16	Dec 31

DISTRICT CUSTOM IMPACT

Goal Statement

We will try to establish "Hygiene Helper" boxes at various locations through out the district. This program will be carried out by local clubs purchasing boxes, during DG visits, with the information on them to help promote donations of hygiene products. These boxes will be located at different stores throughout the district. the donations will be distributed to the local food bank or school district. We'll do this by introducing the concept with an email to all of the clubs in the district, then followup with direct contact with each club. This will be done under the supervision of the GAT chairman, and we hope to have it entirely in place by March 2021.

This form is not easy to follow.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Will start mentioning to different clubs how "Hygiene Helper" works	DG/VDG	Supplies	July	March 2021