

2020-2021 District Goals



District: 17 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	0	0	25	25
2nd Quarter	1	20	15	25
3rd Quarter	0	0	30	25
4th Quarter	1	20	20	25

FY New Clubs

2

FY Charter Members

40

FY New Members

90

FY Retention Goal

100

NET GROWTH GOAL

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

30

Action Plan

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

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

District 17-K will charter 1 Club and 1 Branch club by June 30, 2021. We will induct 130 new members total and have 100 or fewer drops from July 1, 2020 through June 30, 2021.

Action Plan

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Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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