

# 2020-2021 District Goals



District: 202 J

Constitutional Area: Australia, New Zealand, Papua New Guinea, Indonesia, S. Pacific

## 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	8	21
2nd Quarter	0	0	8	21
3rd Quarter	1	20	8	21
4th Quarter	0	0	8	21

### FY New Clubs

1

### FY Charter Members

20

### FY New Members

32

### FY Retention Goal

84

### NET GROWTH GOAL

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

-32

### Action Plan

[SMART Goal Template membership.pdf](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Work with Lioness Club to transition to Lions	DG & GAT	MD GAT guidance	07/01/20	10/30/20
Work with GAT team to charter new Twizel Lions Club	DG & GAT	MD GAT guidance	07/01/20	06/30/21
Encourage and assist clubs in conducting effective orientation for all new members	DG & GAT	MD GAT guidance	07/01/20	06/30/21
Publicise and encourage family membership discount	DG & GAT	online resources	07/01/20	06/30/20
Encourage and assist clubs to use member satisfaction survey regularly and address any issues raised by members	DG, VDG, GMT, GLT	online resources	07/01/20	06/30/21
Encourage and assist the formation of a Leos club	DG, & GAT	MD guidance	07/01/20	06/30/20
Encourage clubs to publicise Lions in their local area	DG, GST, Media	online resources	07/01/20	06/30/21

## 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

To increase retention and members satisfaction by 10% by June 30th 2021, by reducing the total number of dropped members in each district (excluding deaths and transfers) compared to the previous Lions years reports. We will know this goal has been accomplished by reviewing the 202 District membership totals recorded in the MMR. District teams will be able to confidently instruct on the use of the updated How are your ratings, Community Needs Assessment and LCI Orientation ppt. There will be an increase in Lions Clubs using Social Media to publicise Lions Service to the public.

### Action Plan

[SMART Goal Template MD membership.pdf](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Hold workshops in all districts by May 2020	MD GAT Team			
District teams consult and review at workshops the Blueprint for a Stronger Club and How are your Ratings and tailor to suit each District	MD GAT team, DG teams including District GAT teams, Zones, cabinet and new club consultants			
MD teams to instruct on the use of the LCI Orientation Powerpoint and show District teams how to tailor to individual clubs	MD GAT team			June 2021
District teams to investigate all social media areas as a recruitment, retention and publicity tool	MD GAT team and District GAT teams			June 2021
Make sure all Districts have all information, resources and training for successful delivering of the MD Goal	MD GAT team and District GAT teams			June 2021

## DISTRICT CUSTOM IMPACT

### Goal Statement

To assist all clubs to be able to access and report on MyLion so that by the end of the fiscal year 80% of clubs will be reporting their service activities

### Action Plan

[SMART Goal Template Reporting.pdf](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Conduct officer training workshops for new incoming officers	DG, GLT	online presentation tools, presenters, venues, etc	07/01/20	30/06/21
Form a subcommittee to assist with one-on-one or small group training	GLT and competent club secretaries	online presentations and other materials	07/01/20	30/06/21