

2020-2021 District Goals



District: 24 I

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	0
2nd Quarter	0	0	0	0
3rd Quarter	1	25	55	10
4th Quarter	0	0	0	0

FY New Clubs

1

FY Charter Members

25

FY New Members

55

FY Retention Goal

10

NET GROWTH GOAL

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

70

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Build New Club	DG	Social Media	7-1-2020	5-1-2021
Build New Club	GMT/DG	internet media	5-1-2021	5-1-2022
Add 50 new members	GMT/DG	Members	10-5-2020	5-1-2021
Add 50+ new members	GMT/DG	Members	7-1-2021	5-30-22

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 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
--------------	-------------------	--------------------	---------------	----------

DISTRICT CUSTOM IMPACT

Goal Statement

Action Plan

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