

2020-2021 District Goals



District: 318 C
Constitutional Area: India, South Asia and Middle East

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	1	25	25	25
2nd Quarter	2	50	25	30
3rd Quarter	1	25	25	30
4th Quarter	1	25	25	40

FY New Clubs

5

FY Charter Members

125

FY New Members

100

FY Retention Goal

125

NET GROWTH GOAL

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

100

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
GAT Coordinators to discuss with prospective new club	GMT Coordinator	New Member Orientation	20th July	30th September 2020
GAT Coordinators/Region Chairman to dwell possibilities of New club in non represented areas	GAT Team/RC	New Member Orientation	15th October 2020	31st December 2020
GAT Team with RC to probe possibility of New Club	GAT Team/RC Team	New Member Orientation	10th January 2021	31st March 2021
GAT Team with RC to promote a New Club	GAT Team/RC	New Member Orientation	1st April 2021	30th June 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

Our Multiple District for the year 2020-2021 is yet to be formed, and as such, I am not in a position to elaborate of the SMART Goals of the Multiple. But we shall work in tandem with the Multiple District requirement towards service to the society, including Membership growth, retention and LCIF Campaign 100.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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DISTRICT CUSTOM IMPACT

Goal Statement

To increase the membership by at least 100 new members, to support LCIF to the maximum extent possible by requesting all the members to be LCIF Contributors, thereby ensuring 100% participation of the District, to add 5 new clubs to the District and to support service to the community to the best extent possible.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Increase membership	GAT/DG Team	Orientation/Grants	1st July 2020	30th June 2021
Maximum contribution to LCIF	GAT Team/LCIF Coordinator	Club visits/LCIF Flyers	1st July	31st March 2021
Add 5 new Clubs	GAT Team led by GMT Coordinator	Orientation	1st July 2020	30th June 2021
Service impact through Clubs	GAT Team/ Project Coordinator	Grants/Club financial support	1st July 2020	30th June 2021