

# 2020-2021 District Goals



District: 34 A

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	10
2nd Quarter	1	20	20	10
3rd Quarter	0	0	12	8
4th Quarter	1	20	10	5

### FY New Clubs

2

### FY Charter Members

40

### FY New Members

42

### FY Retention Goal

33

### NET GROWTH GOAL

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

49

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
New club initiative - Madison AL Traditional Club	34A DG & GMT	Charter membership application, district audio visual equipment, new club kit, community needs assessment, new membership brochures, LCI social media content/resources, additional LCI publications suggested by our GAT. Handouts, Lions pens, door prizes, etc.	08/01/2020	12/31/2020
Facebook and Instagram Pages	MD34A Information & Technology Team	www.citydata.com; googlemaps, LCI public relations resources	08/01/2020	09/01/2020
Three new member challenge	Each 34A club	LCI Club Quality Initiative, audio visuals including Lions 101, membership growth event	07/01/2020	12/31/2020
Region and Zone Chair Friendly Competition	Region/Zone Chairs 34A and 2ndVDG	Zoom or GoTo Meetings	07/01/2020	06/30/2021
Region and Zone Chair Service Projects	Region/Zone Chairs 34A and 2ndVDG	newvoices@lionsclubs.org, zoneandregions@lionsclubs.org	07/01/2020	6/30/2020
Apply for LCI Disaster Preparedness Grants	34A DG& LCIF team	LCIF#148 & LCIF Public Relations Guide	08/15/2020	11/01/2020
Region and Zone Chair Training Grants	34A VDGE	leadershipdevelopment@lionsclubs.org	07/01/2020	06/30/2021
Monthly Region & Zone Chair Conference Calls	34A DG Team	DG Advisory Committee Report	07/01/2020	06/30/2021

## 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**

### **Action Plan**

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<b>Action Steps</b>	<b>Responsible Party</b>	<b>Required Resources</b>	<b>Date to Begin</b>	<b>Due Date</b>
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## **DISTRICT CUSTOM IMPACT**

### **Goal Statement**

### **Action Plan**

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<b>Action Steps</b>	<b>Responsible Party</b>	<b>Required Resources</b>	<b>Date to Begin</b>	<b>Due Date</b>
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