

2020-2021 District Goals

District:

4 L5

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	1	20	4	4
2nd Quarter	1	20	5	5
3rd Quarter	1	20	5	5
4th Quarter	1	20	8	5

FY New Clubs

4

FY Charter Members

80

FY New Members

22

FY Retention Goal

19

NET GROWTH GOAL

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

83

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Yucca Valley has a population of 21,650 with no current Lions Club. An LCI new club coordinator will be scheduled to help. This will include advertisement in the local media, joining the Chamber of Commerce, and locating a meeting location prior to canvassing. Then door-to-door canvassing, and more public announcements and advertising. The number of anticipated members is 25.	PCC Rob Manning	Resources will include LCI Club Coordinator, brochures, posters, available new member orientation videos, and Guiding Lions Resources	Sept	Nov
Chartering of Lions Club in Lake Elsinore, California Description: Lake Elsinore has a population of 68,102 with no current Lions Club. This will include advertisement in the local media, joining the Chamber of Commerce, and locating a meeting location prior to canvassing. Then door-to-door canvassing, and more public announcements and advertising. The number of anticipated members is 25.	DG Phil Burch	Resources will include LCI Club Coordinator, Brochures, posters, available new member orientation videos, and Guiding Lions Resources	Oct	Jan
Bridging of Crestline Lioness Club to Lions Club. The number of anticipated members is 25.	1st VDG Fred Caldera	Resources will include LCI Club Coordinator, brochures, posters, available new member orientation videos, and Guiding Lions Resources	Aug	Sept
Chartering of Nepalese Lions Club (Specialty Club) Description: PDG Rajen Thapa will provide assistance with the chartering of a Nepalese Lions Club in Riverside, California. The number of anticipated members is 25.	PCC Rob Manning	Resources will include brochures, posters, available new member orientation videos, and Guiding Lion resources.	Sept	June

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 – Motivate and Provide Necessary Resources to Clubs

Description: Motivate and provide necessary resources to clubs to include brochures, posters, and banners to be visible and active in their communities. Lions orientations will be emphasized to all clubs on at least a yearly basis.

Date Range: July 2020 through June 2021

Leader(s): DG Phil Burch, GMT Hank Trueba, 1st VDG Fred Caldera, 2nd VDG Linda Amerault, Kathy McCracken.

Resources: Resources will include brochures, posters, available new member orientations videos, and Guiding Lion resources.

Budget: \$600.00

Action – Club Activities, Events, Fund Raisers, and New Member Functions

Description: Provide and encourage clubs with information on club activities, events, fund raisers, and new member functions.

Date Range: July 2020 through June 2021

Leader(s): DG Phil Burch and GMT Hank Trueba

Resources: NAMI Resources to include service project ideas, fund raising activities, new member events (wine tastings, dinners, diabetes and vision screenings).

Budget: \$250.00

Action – Women's Development Workshop

Description: This will be a one-day women's development workshop. This will include invitation of woman leaders to provide a 4 to 6-hour workshop on women in Lions. This was a very successful workshop last year with over 50 in attendance.

Date Range: February or March 2021

Leader(s): Elvera Borders, Stephanie Gwinn

Resources: Resources to include brochures, posters, and available videos.

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