

2020-2021 District Goals



District: 404 B2

Constitutional Area: Africa

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	2	40	50	30
2nd Quarter	2	40	50	40
3rd Quarter	2	40	35	30
4th Quarter	1	20	20	40

FY New Clubs

7

FY Charter Members

140

FY New Members

155

FY Retention Goal

140

NET GROWTH GOAL

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

155

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Membership growth with minimum of 3 members in about 45 clubs and minimum of 2 members in 10 clubs	DG Team, GMT, Cabinet Secretary, Cabinet Treasurer, Region & Zone Chairpersons, & club Presidents	Incentives Like Awards/Patches/Recognition by DG. Performance recommendation by Region & Zone Chairpersons. Club Quality Initiative (CQI), Club Membership Satisfaction Guide, Blueprint for stronger Club, Your Club, Your Way, Club Annual Goal Target by club Presidents	July 1,2020	June 30, 2021
Membership Retention Awards - Quarterly & Annual Award for Clubs with Zero drop.	DG Team, GMT, Cabinet Secretary, Cabinet Treasurer, Region & Zone Chairpersons, Special Club Mentoring Committee, District Awards & Recognition Committee	Incentives Like Awards/Patches/Recognition by DG. Performance recommendation by Region & Zone Chairpersons. Club Quality Initiative (CQI), Club Membership Satisfaction Guide, Blueprint for stronger Club, Your Club, Your Way, Club Annual Goal Target by club President	July 1, 2020	June 30, 2021
Formation of 2 Specialty Clubs: Partnering Community Development Associations/Professional bodies/Retired Federal staff and organizations to form clubs	DG Team, GMT, Specialty Club Program Chairperson, Cabinet Secretary, Cabinet Treasurer, Region & Zone Chairpersons	Club Activities and legacy projects within their domain, Attending their meetings to discuss lionism, Public relation guide	July 1, 2020	June 30, 2021
New Voices/Women Development Seminar, Family Unit Membership & Awards	DG Team, GMT, District New Voice Coordinator, Women Development Committee, Club Presidents	LCIF Grant to organize New Voice Seminar, Family Unit Patches/Awards	July 1, 2020	March 30, 2021
Promoting Membership Growth Initiatives: <input type="checkbox"/> “Ask 1” <input type="checkbox"/> “Each one bring one” <input type="checkbox"/> “Each Club add 5 members net” <input type="checkbox"/> “Each Region add one Club”	DG Team, GMT, Cabinet Secretary, Cabinet Treasurer, Region & Zone Chairpersons, & Club Presidents	Public Awareness Programs, Courtesy visit to Public, Private and Traditional Rulers LCI Facts Sheet	July 1, 2020	June 30, 2021
Leo to Lion & Campus Membership	DG Team, GAT, Leo Program Chairperson, Leo-Lion Conversion Chairperson, Leo Advisors	Leo-Lion Info Card, Continue Serving-Become a Lion	July 1, 2020	June 30, 2021
To hold Membership Recruitment Summit and New Membership Induction	DG Team, GMT, Cabinet Secretary, Cabinet Treasurer, Region & Zone Chairpersons, District Special Mentoring Chairperson & club Presidents, Club Membership Chairpersons	Member Orientation Guide, New Member Welcome Booklet, Basic Mentoring Guide, LCI Facts Sheet	July 1, 2020	April 30, 2021
Publicity at Increase and District monitored projects to bring visibility	District Marketing and Communication, Media and Publicity Chairperson, Newsletters and Publishing Chairperson	Mass Media/Billboards/Social Media (Facebook, Instagram, YouTube, Twitter), TV Interview & Radio Appearance	July 1, 2020	June 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

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

Goal Statement

1. By the end of the 2020-2021 fiscal year, 70% Members of our district will be engaged in: Lions web based training, online meetings, and obtain members feedback on district performance.
2. By the end of 2020-2021 fiscal year, our district will be commissioning a Diabetes Screening & treatment Centre at General Hospital, Offa, Kwara State where Diabetes referral can be made.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Opening of Online Media Platforms like Zoom, YouTube Channel, Twitter, Whatsapp, Facebook, Instagram for District 404B2 to air all District activities	DG Team, GAT, Cabinet Secretary, IT Committee Chairpersons, District Marketing Communication Chairperson	Subscription payment and Opening of Online Channels	July 1, 2020	June 30, 2021
Train Members on the use of Zoom and other webinar tools	DG Team, GLT, Cabinet Secretary, IT Committee Chairpersons Zone & Region Chairpersons	Webinar on Zoom & Virtual Meeting	July 1, 2020	October 31, 2020
Host DG Monthly Interactive Session through Zoom online meeting	DG Team, Cabinet Secretary, IT Committee Chairpersons, Presidents, Zone & Region Chairpersons	Zoom Annual Subscription, Zoom Administrative Channel	July 1, 2020	June 30, 2020
Half Year Monkey Survey to get members feedback	DG Team, Cabinet Secretary, IT Committee Chairpersons	Subscription to Monkey Survey	July 1, 2020	July 30, 2021