

# 2020-2021 District Goals



District: 411 B

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         | 50              | 80          | 40              |
| 2nd Quarter | 2         | 50              | 80          | 20              |
| 3rd Quarter | 1         | 25              | 50          | 10              |
| 4th Quarter | 1         | 25              | 40          | 30              |

### FY New Clubs

6

### FY Charter Members

150

### FY New Members

250

### FY Retention Goal

100

### NET GROWTH GOAL

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

300

### Action Plan

| Action Steps                                      | Responsible Party   | Required Resources                                  | Date to Begin     | Due Date   |
|---|---|---|-------------------|------------|
| Our District will establish 3 club branches       | GMT, Region and zone chair persons                          | Club membership guide, just ask ,Membership grant   | 1st July 2020     | Dec 2020   |
| All clubs in the District to bring 5 new members  | Club presidents and guiding Lions                           | Just ask,club membership guide with induction ideas | 1st July 2020     | June 2021  |
| Organize 4 membership growth events               | GMT, GLT, GST ,zones Region chairpersons and Governors team | Community needs assessment and Fundraising guide    | 29 th August 2020 | March 2021 |
| All Lions in the District to set individual goals | All Lions   | Just ask guide                                      | 1st July 2020     | Dec 2020   |

## 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

By the end of 2020-2021 physical year our District will partner with LCIF coordinator so that 80% of Lions in my District will understand the impact of our Foundation and demonstrate their support with donations of up to 20000\$ for campaign 100.

### Action Plan

| Action Steps   | Responsible Party                          | Required Resources | Date to Begin | Due Date |
|--|--|--------------------|---------------|----------|
| Our District to support the LCIF coordinator to educate through out the District and maximise participation of Lions in campaign 100 | LCIF coordinator, club LCIF coordinator    | Fundraising guide  | July          | June 21  |
| Secure 3 model clubs   | Presidents,campaign 100 coordinator        | Fundrasing         | July 20       | April 21 |
| Encourage clubs to recruit more Melvin Jones into the organisation   | LCIF coordinator, campaign 100 coordinator | Fundraising        | July          | Dec 20   |
| Advocate LCIF during visits  | DG, GAT,DG team                            | District e-book    | Sept 2020     | Feb 21   |

## DISTRICT CUSTOM IMPACT

### Goal Statement

By the end of the fourth quarter I will ensure that our District has gained 325 new members both charter and inducted new members. I will also ensure that my team understands their roles as we work together to achieve the established goals. I will also encourage Lion members to contribute 20000 \$ to LCIF to support campaign 100.

### Action Plan

| Action Steps   | Responsible Party         | Required Resources         | Date to Begin | Due Date   |
|--|---------------------------|----------------------------|---------------|------------|
| To include messages on LCIF during the District Governor visit.                      | DG,GAT,Governors team     | E -district guide          | July 2020     | Feb 2021   |
| To educate Lions through Regional and zonal meetings through out the year a          | GLT ,RC,ZC                | RC,ZC                      | July 2020     | June 21    |
| To encourage inter club activities   | GST Club presidents       | Community needs assessment | Aug 20        | March 21   |
| To organize one major fundraising event to assist during the physical year 2020-2021 | District officer projects | Fundraising guide          | August 2020   | March 2021 |