

2020-2021 District Goals

District:

5 SE

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	15	40	25
2nd Quarter	1	15	35	25
3rd Quarter	0	0	17	25
4th Quarter	1	15	18	25

FY New Clubs

3

FY Charter Members

45

FY New Members

110

FY Retention Goal

100

NET GROWTH GOAL

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

55

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Will meet with GMT to work together to work with clubs to focus on retention.	GMT and DG Team		Aug 15th	June 31st
Work with clubs on staying active on Zoom platforms with meeting and interactive actives	GMT and DG Team		Aug 15th	June 31st
Work on Clubs inviting family and friends to Zoom Actives	Clubs and DG Team		Aug 15th	June 31st

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 goal is to grow membership by utilizing our teams and our NAMI Champion. We have already begun discussions and had meeting to see what we need to adjust to keep the current members we have, while also gaining new members.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Work on Mult District Summit	Multi District Cabinets		June 2020	June 2021
Work with clubs to help those struggling with membership	DG Team		Aug 31st	June 31st

DISTRICT CUSTOM IMPACT

Goal Statement

Increase and promote the harmony of the Clubs in 5 SE. More actives that involve more than one club helping each other out.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Increase club participation in social actives	DG Team and GST		Aug 15th	June 30th
Clubs walk in the St. Patrick's Day Parade	Area Lions Clubs		March 2021	
Clubs walk, in respective areas, for June 7th	Area Lions Clubs		June 7	
