

2020-2021 District Goals

District: **5M 6**
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	10	20
2nd Quarter	0	0	40	30
3rd Quarter	1	20	40	30
4th Quarter	0	0	15	20

FY New Clubs

1

FY Charter Members

20

FY New Members

105

FY Retention Goal

100

NET GROWTH GOAL

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

25

Action Plan

[Action Plan-Membership.xlsx](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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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

ADVANCING INTER-DISTRICT COMMUNICATIONS & TECHNOLOGY

- 1) Create a coordinated plan for communication within the district and restructure the district's website
- 2) Create and distribute a District Information Packet, including our goals & action plans to all cabinet members and club presidents on or before Aug 12, 2020
- 3) Promote and encourage PR within the clubs - get 100% participation on social media

Action Plan

[Action Plan-Communications & Technology.xlsx](#)

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

Goal Statement

INCREASE LEADERSHIP TRAINING, DEVELOPMENT, AND SUPPORT

- 1) School of Instruction will be provided for all club officers before their terms begin on 7/1/20
- 2) Our district will enroll at least 2 Lions in the Lions Leadership Institutes that are held during 2020-2021
- 3) We will utilize all new available tools for tele-conferencing and webinars to advance our reach with training in the clubs - direct to the members instead of via club leaders

Action Plan

[Action Plan-Leadership Development & Training.xlsx](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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