

2020-2021 District Goals



District: 9 EC

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	25	15
2nd Quarter	1	10	25	25
3rd Quarter	1	21	25	15
4th Quarter	0	0	25	25

FY New Clubs

2

FY Charter Members

31

FY New Members

100

FY Retention Goal

80

NET GROWTH GOAL

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

51

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Charter 1 new Club	GST/DG	New Club Consultant	July 1, 2020	March 31, 2021
Bring Branch Club to full Club Status	GMT/2VDG	District Newsletter, Members of Branch Club	July 1, 2020	Nov 30, 2020
Re-establish the La Clair Club Charter	1VDG/Region Chair	Advertising,	July 1, 2020	Sep 30,2020
Grow our District Members and show opportunities to others people to become members.	GMT/DG	GAT/ VDG's/Zone Chairs/Club Officers.	July 1, 2020	June 30, 2021
Work with Clubs that are struggling with Membership	GMT/DG	GAT/ DG Team	July 1, 2020	June 30, 2021
All Clubs to set Membership Goals	Club Presidents	Club Officers and Members	July 1, 2020	June 30, 2021
Training for all Club Officers and Zone Chairs	GLT/DG	Online Training	May 15, 2020	June 30, 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

Increase membership in MD 9

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Increase growth in our District	GMT/DG	9 EC resources	July 1, 2020	June 30, 2021

DISTRICT CUSTOM IMPACT

Goal Statement

Leadership Training: Club Officers and Zone Chair, Growing Club Membership, Charter a New Club and Bring a Branch Club to Full Club Status.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
I will ensure that my District team understands their roles in the Club Officers Training process.	DG		May 15, 2020	June 30, 2020
Charter 1 New Club	DG		July 1, 2020	March 31, 2021
Grow Clubs Membership	GMT/DG		July 1, 2020	June 30, 2021
Bring Branch club to Full Club Status	GMT/2VDG		July 1, 2020	Nov 30, 2020