

2020-2021 District Goals



District: A 1
Constitutional Area: Canada

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	15	30
2nd Quarter	0	0	20	15
3rd Quarter	1	15	20	15
4th Quarter	2	20	20	30

FY New Clubs

3

FY Charter Members

35

FY New Members

75

FY Retention Goal

90

NET GROWTH GOAL

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

20

Action Plan

[2020 2021 nami_plan BTrevDLA.docx](#)

[GAT Action PlanV2.xlsx](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
--------------	-------------------	--------------------	---------------	----------

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

This is still a work in progress however one suggestion has been that given the current Covid-19 Status that an appropriate goal for meeting the current and future needs would be to a goal of training/developing a platform for holding online meetings/business gatherings; inductions et al

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
To be determined				

DISTRICT CUSTOM IMPACT

Goal Statement

These are new and challenging times and may be a "reset point" for all clubs and districts as we regroup and learn how to respect past traditions and methodologies; as well as create new practices for clubs to move forward. Our primary goal will be to support retention in clubs that have been affected by recent events ~ and to reach out across the district with training and development teams; service teams and "welcome" teams. We will plan service events throughout the District to support existing memberships and drive new growth.

Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Communicate, Communicate, Communicate	All Cabinet officers and committee chairs	Heart	Immediately	Never Ending
