

# 2020-2021 District Goals



District: A 711  
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	75	50
2nd Quarter	1	20	75	75
3rd Quarter	1	20	80	75
4th Quarter	0	0	80	50

### FY New Clubs

2

### FY Charter Members

40

### FY New Members

310

### FY Retention Goal

250

### NET GROWTH GOAL

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

100

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Rejuvenate district with new clubs	GAT, GMT, Cabinet, Clubs	NAMI Resources (New Club Development Guide, New Club Development online training course in the Lions Learning Center (LLC), New Club Development Workshop, Better Communities, Changed Lives brochure, New Club Event press release, presentation, pre-event communications and post-event communications, Lions Clubs Interactive Map to spot locations for new clubs, Join Together Program webpage for creating clubs with other community organizations, Guiding Lion Program webpage to prepare Lion leaders for club support, NAMI Club Congratulations letter to congratulate your new clubs, New Member Orientation webpage and video to provide a solid introduction for new members, etc)	JUL 1,2020	JUN 30, 2021
Revitalize clubs with new members	GAT, GMT, Cabinet, Clubs	NAMI Resources ((Invite Members webpage including the Just Ask! Guide, 100 Recruiting Ideas, Membership Benefits flyer and Elevator Speech exercise, Member Growth Event webpage and presentation, Mentoring Program webpage, Young Adults webpage with recruitment tools; younglionstaskforce@gmail.com; Veteran Program webpage, Recruiting Community Influencers ideas, New Voices Initiative webpage and I am a Lion brochure, etc)	JUL 1,2020	JUN 30, 2021

Re-motivate members with new fellowships and exciting service

GAT, GMT, GST, Cabinet, Clubs

NAMI Resources (Club Activity Calendar, Service Impact Stories and Global Causes poster; 100 Service Ideas list and specific service project ideas for Childhood Cancer, Diabetes, Environment, Hunger and Vision; Service Project Planners; Service Toolkit webpage, including the Community Needs Assessment, Partnerships Guide and Fundraising Guide; Lions Advocacy webpage; The lionsclubs.org/service-reporting webpage; Improving Club Quality webpage, Club Quality Initiative, Your Club Your Way guides; Member Satisfaction guide; Art of Recognition handbook; Club Health Assessment reports, Action Strategies; Club Assessment checklist; Troubleshooting Guide for clubs and districts, etc)

JUL 1, 2020

JUN 30, 2021

Support District and Club Leaders	GAT, GMT, GLT, Cabinet, Clubs	NAMI Resources ((Club Activity Calendar, Service Impact Stories and Global Causes poster; 100 Service Ideas list and specific service project ideas for Childhood Cancer, Diabetes, Environment, Hunger and Vision; Service Project Planners; Service Toolkit webpage, including the Community Needs Assessment, Partnerships Guide and Fundraising Guide; Lions Advocacy webpage; The lionsclubs.org/service-reporting webpage; Improving Club Quality webpage, Club Quality Initiative, Your Club Your Way guides; Member Satisfaction guide; Art of Recognition handbook; Club Health Assessment reports, Action Strategies; Club Assessment checklist; Troubleshooting Guide for clubs and districts, etc))	JUL 1,2020	JUN 30, 2021
Conduct New Club Development Workshops to add new specialty clubs	GAT, GMT, Cabinet, Clubs	New Club Development Workshop	JUL 1,2020	JUN 30, 2021
Increase recruitment with Lions Awareness booths, and membership recruitment drives	GAT, GMT, Cabinet, Clubs	Membership Drive handouts	JUL 1,2020	JUN 30, 2021
Increase member retention with New Member Orientation/Refresher Sessions, current/former member satisfaction surveys, and Club Quality Initiative (CQI)	GAT, GMT, Cabinet, Clubs	Club Quality Initiative (CQI);	JUL 1,2020	JUN 30, 2021
Educate all clubs in district to achieve the Club Excellence Award 2020-2021	GAT, GMT, Cabinet, Clubs	Club Excellence Application	JUL 1,2020	JUN 30, 2021

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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

Develop a cadre of Lion Leaders equipped to lead at the club, district, and multiple district levels.

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Identify, encourage, and mentor 100 potential leaders based on aptitude, experience and interest.	GAT, GLT, Cabinet, Clubs	LCI Institute Applications	JUL 1,2020	JUN 30, 2021
Ensure all new incoming Club Officers and Zone/Region/District Committee Chairs receive Officer Training (in-class and/or online);	GAT, GLT, Cabinet, Clubs	Lions Learning Centre	JUL 1,2020	JUN 30, 2021
Promote and encourage all district and club officers to enroll in Lions University (Bachelor, Masters, Doctorate), Leadership Institutes (eg Emerging, Regional, Advanced, etc), and complete all Lions Learning Centre courses relevant to their respective positions and/or offices held.	GAT, GLT, Cabinet, Clubs	Lions University	JUL 1,2020	JUN 30, 2021
Support District and Club Leaders	GAT, GLT, Cabinet, Clubs	Club Activity Calendar, Service Impact Stories and Global Causes poster; 100 Service Ideas list and specific service project ideas for Childhood Cancer, Diabetes, Environment, Hunger and Vision; Service Project Planners; Service Toolkit webpage, including the Community Needs Assessment, Partnerships Guide and Fundraising Guide; Lions Advocacy webpage; The lionsclubs.org/service-reporting webpage; Improving Club Quality webpage, Club Quality Initiative, Your Club Your Way guides; Member Satisfaction guide; Art of Recognition handbook; Club Health Assessment reports, Action Strategies; Club Assessment checklist; Troubleshooting Guide for clubs and districts, etc	JUL 1,2020	JUN 30, 2021

## DISTRICT CUSTOM IMPACT

### Goal Statement

In the 2020-2021 fiscal year, our district will serve 100,000 persons, complete 1000 service activities, plant 100 trees per club, and erect 100 centennial legacy project bench in every community with a Lions Club.

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Encourage all clubs to complete 5 service projects, 1 in each of our 5 global causes (ie. Vision, Environment, Hunger, Diabetes, Childhood Cancer). Plant 100 trees per club; Place 100 park benches, 1 in each community with a Lions club;	GAT, GSTC, Cabinet, Clubs	Service Activity Reporting, Service Reporting Guide, and Why Service Reporting Matters	JUL 1,2020	JUN 30, 2021
Re-motivate members with new fellowships and exciting service	GAT, GMT, GST, Cabinet, Clubs	NAMI Resources (Club Activity Calendar, Service Impact Stories and Global Causes poster; 100 Service Ideas list and specific service project ideas for Childhood Cancer, Diabetes, Environment, Hunger and Vision; Service Project Planners; Service Toolkit webpage, including the Community Needs Assessment, Partnerships Guide and Fundraising Guide; Lions Advocacy webpage; The lionsclubs.org/service-reporting webpage; Improving Club Quality webpage, Club Quality Initiative, Your Club Your Way guides; Member Satisfaction guide; Art of Recognition handbook; Club Health Assessment reports, Action Strategies; Club Assessment checklist; Troubleshooting Guide for clubs and districts, etc)	JUL 1,2020	JUN 30, 2021