

# 2021-22 District Goals



District: 1 J

Constitutional Area: U.S. and Affiliates, Bermuda and Bahamas

## SERVICE ACTIVITIES

### Goal Statement

By the end of the 2021-2022 fiscal year, our district will increase the percentage of clubs reporting service (meet or exceed last year's service reporting numbers).

Our team will ensure 75% of clubs in our district report service.

### Action Plan

[Action plan reporting.pdf](#)

## MEMBERSHIP DEVELOPMENT

### Goal Statement

By the end of the 2021-2022 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	25
2nd Quarter	1	20	10	20
3rd Quarter	1	20	10	20
4th Quarter	1	20	10	20

### FY New Clubs

3

### FY Charter Members

60

## **FY New Members**

40

## **FY Retention Goal**

85

## **NET GROWTH GOAL**

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

15

## **Action Plan**

[Membership Development.pdf](#)

# **LEADERSHIP DEVELOPMENT**

## **Goal Statement**

By the end of the first quarter of the 2021-2022 fiscal year, our district will hold training for club officers and zone chairpersons.

The district GLT coordinator will report each training using the local training reporting tool in Learn.

- a. Our team will ensure 10 zone chairpersons attend zone chairperson training.
- b. Our district will confirm 65% of club officers (president, secretary and treasurer) attend club officer training.
- c. Yes, our GLT district coordinator will report completed zone and club officer training in Learn.

## **Action Plan**

[Leadership.pdf](#)

# **LCIF: CAMPAIGN 100**

## **Goal Statement**

By the end of the 2021-2022 fiscal year, our district will support LCIF in its endeavor to achieve Campaign 100's target goal of US\$300 million.

- a. Our team will ensure that 5 clubs make new Model Club commitments.
- b. Our district will ensure that 5 current Model Clubs commit to a higher, progressive Model Club level.
- c. I will personally request that 15 clubs make a Model Club commitment.

## **Action Plan**

[LCIF Campaign 100 Goals.pdf](#)

# CUSTOM GOALS

## Goal Statement

2021 2022 Develop Web-based District Training Site for launch to include previously stored Zoom training material and new training by March 2022

## Action Plan

[WEB training.pdf](#)

## Goal Statement

Create two district specific public relations/marketing pieces for publication to local news outlets and online that clubs can have access to for their use in recruitment and service publication.

## Action Plan

[Public Relations Marketing.pdf](#)