

2021-22 District Goals



District: 1 M
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 100% of clubs in our district report service.

Action Plan

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 | 55 | 40 |
| 2nd Quarter | 1 | 25 | 55 | 40 |
| 3rd Quarter | 1 | 25 | 60 | 35 |
| 4th Quarter | 0 | 0 | 30 | 45 |

FY New Clubs

2

FY Charter Members

50

FY New Members

200

FY Retention Goal

160

NET GROWTH GOAL

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

90

Action Plan

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 90% 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

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 100 clubs make new Model Club commitments.
- b. Our district will ensure that 100 current Model Clubs commit to a higher, progressive Model Club level.
- c. I will personally request that 50 clubs make a Model Club commitment.

Action Plan

CUSTOM GOALS

Goal Statement

ALL CLUBS TO END THE LIONS YEAR WITH A +1 IN MEMBERSHIP, OR A NET GAIN OF +70 IN MEMBERSHIP FOR THE DISTRICT.

Action Plan

Goal Statement

CLUB OFFICE TRAINING AND MYLIONS TRAINING
NEW CLUB INFORMATION/SPECIALTY CLUB/NEW VOICES
DISTRICT AND CLUB CELEBRATION/CONVENTION

Action Plan