

2021-22 District Goals



District: 110BN
Constitutional Area: Europe

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 25% of clubs in our district report service.

Action Plan

[393_110BN Goals assignment_3667.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	0	10
2nd Quarter	0	0	0	10
3rd Quarter	0	0	0	10
4th Quarter	2	0	40	10

FY New Clubs

2

FY Charter Members

0

FY New Members

40

FY Retention Goal

40

NET GROWTH GOAL

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

0

Action Plan

[110BN Goals assignment.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 15 zone chairpersons attend zone chairperson training.
- b. Our district will confirm 70% of club officers (president, secretary and treasurer) attend club officer training.
- c. No, our GLT district coordinator will not report completed zone and club officer training in Learn.

Action Plan

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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 0 clubs make new Model Club commitments.
- b. Our district will ensure that 0 current Model Clubs commit to a higher, progressive Model Club level.
- c. I will personally request that 0 clubs make a Model Club commitment.

Action Plan

[423 110BN Goals assignment 2572.pdf](#)

CUSTOM GOALS

Goal Statement

As in other countries we in the Netherlands (MD 110) also face the effects of the covid-19 epidemic. We see that clubs are trying to work within the national restrictions as good as possible. But it is not allowed to meet each other physically and meetings can only take place through digital systems. This has a major impact on all of the club members. Some members decide to quit as member. Besides, finding new members and introducing them into the club is more difficult.

We do not expect that this situation will be completely changing in 2021-2022, so our goal regarding membership will be 2 extra clubs and member retention. Next Fiscal Year 2021-2022 the MD 110 district governors will however extra support the clubs on this goal.

Encourage and help the clubs to organize introductory evenings with potential new members. Hopefully in live meetings, but also virtual communication will be one of the focus points. We will contact our presidents and zone chairpersons more frequently, attend (digital or live) zone meetings, organize attractive (digital or live) district conventions and - if allowed - visit the clubs.

Another important step will be to send nice readable and interesting newsletters and our LION Magazine (both printed and digital version). Furthermore we will explore new media and communication tools (Instagram, Go Virtual App and podcasts) to empower the zones and clubs. This in addition to the regular, known means of communication, such as the national and district websites and Facebook. All members, including the new members, will be happy to be a member of such a healthy and active club, zone and district!

Action Plan

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Goal Statement

As in other countries we in the Netherlands (MD 110) also face the effects of the covid-19 epidemic. We see that clubs are trying to work within the national restrictions as good as possible. But it is not allowed to meet each other physically and meetings can only take place through digital systems. This has a major impact on all of the club members. Some members decide to quit as member. Besides, finding new members and introducing them into the club is more difficult.

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Action Plan

[358_110BN Goals assignment_4286.pdf](#)