

# 2021-22 District Goals



District: 14 U

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 | 1         | 15              | 5           | 0               |
| 2nd Quarter | 0         | 0               | 10          | 30              |
| 3rd Quarter | 1         | 15              | 25          | 20              |
| 4th Quarter | 0         | 0               | 15          | 30              |

### FY New Clubs

2

### FY Charter Members

30

## **FY New Members**

55

## **FY Retention Goal**

80

## **NET GROWTH GOAL**

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

5

## **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 50 zone chairpersons attend zone chairperson training.
- b. Our district will confirm 50% 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 2 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 31 clubs make a Model Club commitment.

## **Action Plan**

# CUSTOM GOALS

## Goal Statement

Plan to emphasize these three areas during FY 2021-22:

- Promote the concept of the Lions Evangelist, a group of Lions who will provide talks about Lionism to other organizations.
- Promote the District Excellence Award on an ongoing basis to prompt Clubs to service.
- Develop a District Marketing Campaign.

## Action Plan

## Goal Statement

## Action Plan