

2021-22 District Goals



District: 2 S2
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 60% of clubs in our district report service.

Action Plan

[Reporting Service Goal 2021-22 Final.docx](#)

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	20	65	60
2nd Quarter	1	20	53	60
3rd Quarter	1	20	53	60
4th Quarter	1	20	55	70

FY New Clubs

4

FY Charter Members

80

FY New Members

226

FY Retention Goal

250

NET GROWTH GOAL

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

56

Action Plan

[Extention Goal 2021-22 Final.docx](#)

[Recruitment Goal 2021-22 Final.docx](#)

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 5 zone chairpersons attend zone chairperson training.
- b. Our district will confirm 80% 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 Development Goal 2021-22 Final.docx](#)

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 54 clubs make a Model Club commitment.

Action Plan

[Campaign 100 Goal 2021-22 Final.docx](#)

CUSTOM GOALS

Goal Statement

By 08-01-21 we will implement a messaging platform to notify Lions by text of important information.

Action Plan

Goal Statement

By 08-01-21 we will implement a messaging platform to notify Lions by text of important information.

Action Plan

[Custom Goal - Communication 2021-22 Final.docx](#)