

2021-22 District Goals



District: 20 W

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

[Additional Service Plan .pdf](#)

[Childhood Cancer.pdf](#)

[Diabetes Chair Goals and Action Plan.pdf](#)

[District Wide 20W GST Goals Action Plan 2021-22.pdf](#)

[Environment Plan.docx](#)

[Hearing Plan.docx](#)

[Hunger Action Plan.pdf](#)

[393_Quest Plan_2864.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	0	0	20	6
2nd Quarter	0	0	20	4
3rd Quarter	1	20	17	4
4th Quarter	1	20	17	4

FY New Clubs

2

FY Charter Members

40

FY New Members

74

FY Retention Goal

18

NET GROWTH GOAL

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

96

Action Plan

[District Administration Action Plan.pdf](#)

[Final 20 W membership Extension \(003\).pdf](#)

[Membership Development – New Club Action Plan.pdf](#)

[Membership Retention Action Plan.pdf](#)

[Membership – New Member Recruitment Action Plan.pdf](#)

[NAMI-communication-plan_en \(2\).docx](#)

[Nami goals.xlsx](#)

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 11 zone chairpersons attend zone chairperson training.
- b. Our district will confirm 85% 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

[GLT Action Plan.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 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 50 clubs make a Model Club commitment.

Action Plan

[LCIF Education Plan.pdf](#)

[Model Club Action Plan.pdf](#)

CUSTOM GOALS

Goal Statement

- *Develop a Quest Plan and implement it for District 20 W
- *Trainings and information will be available to Lions in District 20-W in cybersecurity awareness.
- *Develop a Marketing and PR and implement it for District 20 W
- *Develop and implement Family and New Voices Plan
- *Develop 3 new Leos Clubs and increase current membership in all leos club

Action Plan

[20-W Marketing Plan \(002\).pdf](#)

[20-W Survey \(002\).pdf](#)

[Cybersecurity Awareness.docx](#)

[District and Club Level - Leo Club Organization and Health.pdf](#)

[Marketing Plan Letter March 9.docx](#)

[Marketing and PR Action Plan b .pdf](#)

[New Leo Clubs.pdf](#)

[New Voices Action Plan.docx](#)

[Quest Plan.docx](#)

Goal Statement

Action Plan