

2021-22 District Goals



District: 21 N

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 45% of clubs in our district report service.

Action Plan

[Service Activities Action Plan.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	5	0
2nd Quarter	1	20	5	3
3rd Quarter	0	0	10	2
4th Quarter	1	20	10	10

FY New Clubs

2

FY Charter Members

40

FY New Members

30

FY Retention Goal

15

NET GROWTH GOAL

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

55

Action Plan

[Membership Development Action Plan.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 12 zone chairpersons attend zone chairperson training.
- b. Our district will confirm 60% 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 Action Plan.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 2 clubs make new Model Club commitments.
- b. Our district will ensure that 2 current Model Clubs commit to a higher, progressive Model Club level.
- c. I will personally request that 2 clubs make a Model Club commitment.

Action Plan

[LCIF Campaign 100 Action Plan.docx](#)

CUSTOM GOALS

Goal Statement

Promote UNITY with our clubs and district officers.

Action Plan

[SMART Goal 1 Action Plan.docx](#)

Goal Statement

Promote the current candidate for International Director from 21N.

Action Plan

[SMART Goal 2 Action Plan.docx](#)