

2021-22 District Goals



District: 3231A1
Constitutional Area: India, South Asia and Middle East

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

[DISTRICT GOALS - SERVICE ACTIVITY.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	15	0
2nd Quarter	2	40	10	0
3rd Quarter	1	20	15	0
4th Quarter	1	20	10	20

FY New Clubs

5

FY Charter Members

100

FY New Members

50

FY Retention Goal

20

NET GROWTH GOAL

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

130

Action Plan

[DISTRICT GOALS - MEMBERSHIP.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 10 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

[DISTRICT GOALS - LEADERSHIP.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 1 clubs make new Model Club commitments.
- b. Our district will ensure that 1 current Model Clubs commit to a higher, progressive Model Club level.
- c. I will personally request that 1 clubs make a Model Club commitment.

Action Plan

[DISTRICT GOALS - CAMPAIGN 100.docx](#)

CUSTOM GOALS

Goal Statement

TO ACHIEVE MEMBERSHIP GROWTH

TO PROMOTE MODEL CLUBS

TO PROMOTE SERVICE ACTIVITIES

TO ENHANCE IMAGE OF MULTIPLE

TO INCREASE CAMPAIGN 100 DONATIONS BEING THE LAST YEAR

Action Plan

[DISTRICT GOALS.docx](#)

Goal Statement

TO ACHIEVE 10% MEMBERSHIP GROWTH BY 1ST HALF OF LY. 2021-22

TO HAVE 10 MJF/PMJF BY 1ST HALF OF LY. 2021-22

TO HAVE SERVICE ACTIVITIES BY 30-40% CLUBS OF DISTRICT IN ALL THE GLOBAL SERVICE AREAS BY FIRST 2 MONTHS

TO REDUCE DROP MEMBERS

Action Plan

[DISTRICT GOALS - CUSTOM GOALS.docx](#)