

2021-22 District Goals



District: 33 A

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 41% 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 | 0 | 0 | 0 | 37 |
| 2nd Quarter | 0 | 0 | 10 | 25 |
| 3rd Quarter | 1 | 20 | 0 | 22 |
| 4th Quarter | 0 | 0 | 30 | 10 |

FY New Clubs

1

FY Charter Members

20

FY New Members

40

FY Retention Goal

94

NET GROWTH GOAL

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

-34

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 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 0 clubs make a Model Club commitment.

Action Plan

CUSTOM GOALS

Goal Statement

DISTRICT 33A GOALS
2021-2022

MENTOR - Work with all of our struggling clubs to help them. Our District will ensure that there is a Guiding Lion is available if a clubs need our assistance.

RETAIN - Work with Global Action Team Coordinators to find ways to keep our current members interested and involved and to have Fun.

CHALLENGE - To end the Lionistic year with a plus one in membership. Work with GMT and GST Coordinators to assist clubs with increasing their membership.

GROW - By the end of the 4th quarter, our district will

- Charter 1 new Club with a minimum of 20 members.
- Induct 12 new Lions with 4 under age of 50.

We will use any available membership resources to help achieve our District goals

REPORT - We will Strive for 80% club reporting by all secretaries.

- Will revise District Activity form to include service reporting, but secretaries will still need to report them on My Lion.
- Zone Chairs will monitor reporting closely, assist Clubs that are having problems. Region Chairs will assist and monitor clubs reporting very closely.
- Vice District Governors will assist the clubs when visiting them. 2nd VDG will monitor Regions 1 and 2 and 1st VDC will monitor Regions 3 and 4 clubs
- Our District Administrator will assist the clubs when they are not able to send in their monthly reports.

TRAINING - Will work with GLT Coordinator to promote training.

- Lions Leadership Institutes – will identify 4 qualified candidates to apply for local and Lions Clubs International sponsored institutes in our area (ELLI, RLLI and ALLI).
- Support and promote training for all Lions. With webinars, Lions Learning Center & Lions E-Book material.
- Support and promote Club Officer, Region /Zone training events.

LCIF - Will work with our LCIF District Coordinator to raise \$33,000 to support
Campaign 100: LCIF Empowering Service

Action Plan

Goal Statement

ACTION PLAN: MEMBERSHIP DEVELOPMENT

Action Steps:

1. Membership Retention

Responsible Party: Global Action Team

Required Resources:

Club Quality Initiative

New Member Orientation

LCI Membership Resources on MyLCI

Date to Begin: 7/1/2021

Due Date: 9/1/2021

2. Membership Recruitment

Responsible Party: Global Membership Team

Required Resources:

Just Ask! New Member Recruiting Guide

LCI Membership Brochures

Date to Begin: 9/1/2021

Due Date: 10/15/2021

3. Service Projects

Responsible Party: Global Service Team

Resources:

GS Tool Kit

Power Point Presentations

4. Training

Responsible Party: Global Leadership Training

Required Resources:

In person and Zoom training (streamlined and recorded)

Advertise and post weekly webinars - Lions Learning Center

Lions Clubs University

Date to Begin: 10/15/2021

Due Date: 11/1/2021

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.

Action Plan:

1. I will support my district's fundraising goals and work closely with the LCIF District Coordinator to ensure our district achieves those goals, and I will learn about the potential awards that may be available to our district for exceptional support of LCIF and Campaign 100.
2. I will lead by example, by asking all the clubs in our District that I visit to set a goal to support Campaign 100 and LCIF; Telling them the importance of their donations and how it will help our foundation. This will be accomplished by having our District LCIF coordinator give regular presentations and remarks throughout my District. I will make a personal gift and to challenge our members to do the same so all members will participate.
3. I will work with my district coordinator to educate myself on LCIF grant opportunities available in my area, especially

District and Club Community Impact Grants, and therefore encourage my district to develop projects that would be potentially supported by an LCIF Grant.

Action Steps:

1. My district will raise US \$4,000 to support Campaign 100: LCIF Empowering Service.
2. I will lead by example by making a 3-year pledge to personally donate a total of \$1,100.00 to LCIF.
3. I will invite my District Coordinator to give regular presentations at my cabinet and advisory meetings.

Multiple District Custom Impact

Goal Statement:

What SMART goal has your multiple districts set for the 2021-2022 FY?

NAMI

Action Steps:

By beginning of the 2021-2022 Lionistic year our MD33 will continue to support NAMI; identify team leaders and implement action plans.

Action Plan