

# 2021-22 District Goals



District: **A 5**  
Constitutional Area: **Canada**

## 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 50% 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	1	20	25	5
2nd Quarter	0	0	25	5
3rd Quarter	1	20	25	5
4th Quarter	0	0	25	5

### FY New Clubs

2

### FY Charter Members

40

## **FY New Members**

100

## **FY Retention Goal**

20

## **NET GROWTH GOAL**

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

120

## **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 10 zone chairpersons attend zone chairperson training.
- b. Our district will confirm 30% 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

## Action Plan

## Goal Statement

1- Our District will promote and encourage 50% of clubs to donate to Campaign 100.

Governor Project is to encourage all clubs to donate something to campaign 100 this will open the possibility for future Model Clubs.

2- Retention is #1 - We will develop ways to identify members that are not happy -training of sponsors - training for membership chairs and committees - training of District Team to help clubs with the loss of their members -

3- We have to increase our membership - will launch a recruiting campaign with rewards and encouragements

## Action Plan