

# 2020-2021 District Goals

District:

4 C4

Constitutional Area:

U.S. and Affiliates, Bermuda and Bahamas



## MEMBERSHIP DEVELOPMENT

### Goal Statement

By the end of the 2020-2021 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	10	15
2nd Quarter	1	25	65	65
3rd Quarter	1	25	80	10
4th Quarter	0	0	7	60

### FY New Clubs

2

### FY Charter Members

50

### FY New Members

162

### FY Retention Goal

150

### NET GROWTH GOAL

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

62

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Charter a Traditional LC	GMT Team	GMT/Guiding Lions	July1,2020	Nov 30,2020
Charter a Specialty LC	GMT Team	GMT/District Cabinet	July1,2020	Mar31,2021
Strengthen Clubs less than 20 members	GAT Team	GAT/NAMI	July1,2020	Jun 30,20201
Strengthen clubs through Service Projects	GAT Team	GAT/LCI/MD4/NAMI	July1,2020	Jun30,2021
Be Seen Be Heard Be Known Marketing Lionism	DG/GST/Cabinet	Districtwide marketing/Tech training and tools	July1,2020	Jun30,2021

## LCIF: CAMPAIGN 100

### Goal Statement

By the end of the 2020-2021 fiscal year, our district will support LCIF in its endeavor to achieve Campaign 100's target goal of US\$300 million.

### Action Plan

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.

I will lead by example, by asking my club to set a goal for our support of Campaign 100 and LCIF; including LCIF and Campaign 100 in my presentations and remarks throughout my district; making a personal gift or ensuring my club's participation; and inviting my LCIF district coordinator and/or club LCIF coordinator to give regular presentations at my club.

My cabinet will provide time for the LCIF district coordinator to present updates at every cabinet meeting and will ensure that our district convention will allow time for a Campaign 100 and LCIF presentation/seminar and space for an information table on LCIF. I will also schedule regular update meetings or phone calls with the district coordinator outside of cabinet meetings.

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.

My cabinet will ensure that significant donations such as Lead and Major Donors, Model Clubs, and 100/100 Clubs are recognized at public functions held within my district.

## MULTIPLE DISTRICT CUSTOM IMPACT

### Goal Statement

### Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
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## DISTRICT CUSTOM IMPACT

### Goal Statement

1. Improve communication & connectivity- 75+% clubs will use cell# , Text messages, email and virtual conferencing eg gotomeeting, zoom
2. Improve Knowledge & skills- 75+% will utilize District Training Resources
3. Improve Service reporting from 34% to 60+%
4. Districtwide compliance of Youth Protection Policy

## Action Plan

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
Goal1.Tech Tutorials/Workshop	GAT Team	Online How To Tutorials/ live Hands-on Workshops	July1,2020	Jun30,2021
Goal2.Start& Guild District Digital Resource Library	DG/Tech committee	LCI/MD4/ownDistrict Trainings	July1,2020	Jun30,2021
Goal3.Plan A,B,C to file Service Report	GST/Region& Zone Charis	Online Tutorials/Hands-on Workshops	July1, 2020	Jun30,2021
Goal4.Appoint District YP Leader	2nd VDG	MD4 YPP	July1,2020	Jun30,2021