



In preparation for the 2020-21 District Goals, work with your district team to complete the following action steps to learn more about your district.

Once you have completed the FVDG/DGE Seminar in February, you will work with your district team to set quarterly targets and develop an action plan for the Membership Development goal listed below. *More information on how to complete an action plan will be detailed in the FVDG/DGE seminar session: Achieving Your Goals.*

## Goal Statement:

By the end of the 2020-2021 fiscal year, our district will achieve positive membership growth (meet or exceed last year's membership numbers).

## Action Steps:

*Suggested actions to help your **district team** achieve this goal and create an action plan.*

### ☐ Review and analyze current membership trends for your district.

1. Updated [monthly membership reports](#) are available online to review [5 year trends](#), [cumulative reports](#), [family & women membership data](#), [district health assessment](#), and the types of [specialty clubs](#) that can be found in your district.
2. Check out [Insights](#)- our newest digital application. Use Insights to view relevant data on membership, service, donations and clubs.

## Reflection Questions:

*Using the resources listed above, answer the following:*

1. How many **new clubs** were formed in your district during the 2018-19 FY?  
What is the 5-year average?
2. How many **new members** were added to your district during the 2018-19 FY?  
What is the 5-year average?
3. How many members were **dropped** from your district during the 2018-19 FY?  
What is the 5-year average?

*Additional questions to consider:*

- What has your district done to increase growth in the past 5 years?
- What does membership growth mean for your district? Membership retention, recruitment, member satisfaction, or all the above?
- What opportunities are there for membership growth in your district?
- Who are some PDGs in your district that you can contact to get a better understanding of what worked/didn't work in the past?

## ☐ Access important tools and programs to support your district.

### Important Resources:

#### 1. [Club Chartering](#)

*Bring a community together, give them the opportunity to make a difference and enable them to see great things happen by chartering a new Lions Club. More information on the steps needed to charter a club can be found in the link provided above. New Club Development training is also available on the [Lions Learning Center](#).*

#### 2. [Membership Types](#)

*From student and family membership to specialty and campus clubs, our members represent every culture, background and generation. Review the membership types available to best fit the needs of every prospective member.*

#### 3. Funding Opportunities

*Has your district considered applying for all available grant opportunities such as a [Membership Development Grant](#) and the [Public Relations Grant](#)? Funding is limited, so apply early!*

#### 4. [Service Reporting](#)

*Consider district-wide service activities or other ways to encourage your clubs to conduct exciting service opportunities. Are your clubs trained on how to use [MyLion](#) and the [Benefits of Reporting](#)?*

#### 5. Leadership and Learning

*Help clubs discover new ways to impact their communities and ensure that members feel a strong sense of pride in the direct impact of their service with resources such as the [Community Needs Assessment](#) (CNA), the [Club Quality Initiative](#) (CQI), and an effective [New Member Orientation](#). Resources like these and so much more, can be found [here](#) and on the [Improving Lions Clubs Quality page](#)!*

*Ensure all [Guiding Lions](#) are certified and your club and zone leaders are prepared.*

*Encourage Lions to complete additional online courses through the Lions Learning Center and attend in-person training offered by the district.*

## ☐ Brainstorm ideas with your district team.

### Suggested Discussion Topics:

1. What actions can be taken to start new clubs, increase new members, and retain existing members?
2. How will our team ensure clubs are conducting service and reporting the total number of people served?
3. How will our team ensure clubs are providing a timely and effective new member orientation?
4. How will our team recognize new and existing members at district conventions?
5. How will our team identify opportunities for supporting struggling clubs?

Upon completion of the FVDG/DGE Seminar in February, your district team will be asked to commit to the following action plan in support of the goal statement below. *More information on how to work with your LCIF Coordinator is discussed during the LCIF session at your Multiple District training.*

## 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:

*Suggested actions to help your **district team** achieve this goal.*

- ☐ 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. Learn more about awards and recognition [here](#).
- ☐ I will lead by example, by asking my club to set a goal for our support of Campaign 100 and LCI; 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 LCIF district coordinator outside of cabinet meetings.
- ☐ I will work with my LCIF 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. Learn more about grant opportunities [here](#).
- ☐ 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.

For the 2020-21 District Goals, your multiple district and district teams have been given the **option** to create unique S.M.A.R.T. goals and action plans.

**MULTIPLE DISTRICT GOAL:** Connect with your MD team to discuss if a S.M.A.R.T. Goal has been created for your district. Upon completion of the FVDG/DGE Seminar in February, meet with your district team to discuss and create an action plan in support of the MD goal.

**DISTRICT GOAL:** Should your district team decide to create a S.M.A.R.T. Goal specific to the needs of your district, work with your team to complete the following action steps.

## Action Steps:

*Suggested actions to help your **district team** create a S.M.A.R.T. Goal and action plan.*

- If needed, review the module on *Goal Setting* on the Lions Learning Center.
- Review and analyze the service, membership and leadership needs of your district.
- Work with your district team to create a 2020-21 S.M.A.R.T. Goal.
- Upon completion of the *Achieving Your Goals* seminar session, work with your district team to create an action plan to support your established S.M.A.R.T. Goal.