

2020-2021 District Goals



District: 5M 10
Constitutional Area: Canada

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	40	30
2nd Quarter	1	25	40	30
3rd Quarter	1	25	40	30
4th Quarter	0	0	40	30

FY New Clubs

2

FY Charter Members

50

FY New Members

160

FY Retention Goal

120

NET GROWTH GOAL

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

90

Action Plan

[5M10-Membership Growth Detailed Plan.pdf](#)

DISTRICT 5M10

Membership Development

SMART GOAL:

By the end of the 2020-2021 fiscal year, our district will achieve a positive membership growth which will exceed the 2018-2019 membership numbers

ACTION PLAN:

QUARTER	NEW CLUBS	CHARTER MEMBERS	NEW MEMBERS	DROPPED MEMBERS	NET
1 st Quarter			40	30	10
2 nd Quarter	1	25	40	30	35
3 rd Quarter	1	25	40	30	35
4 th Quarter			40	30	10
TOTAL	2	50	160	120	90

160	+	50	-	120	=	90
FY New Members	+	FY Charter Members	-	FY Retention Goal	=	Net Growth Goal

1. Each quarter will see an average of .86 new members added per club and an average of not more than .65 members dropped per club for a net quarterly increase of .22 members per club or a net annual increase of just under 2 members
 - a. GMT, 1st VDG, Region and Zone Chairs
2. By the end of quarter 2, we will finalize the new club in Kakabeka Falls with a minimum of 25 charter members
 - a. GMT, 1st VDG, Region and Zone Chairs
3. By the end of quarter 3, we will establish a new specialty club in Thunder Bay with a minimum of 25 charter members
 - a. GMT, 1st VDG, Region and Zone Chairs
4. During the 2020-2021 fiscal year, we will organize and carry out local Lions membership growth events for 90% of all clubs that showed a drop in membership during the 2019-2020 fiscal year
5. We will continue with monthly DG Team GoToMeetings to monitor progress and make adjustments as necessary
6. Zone chairs will be educated on membership goals and will report progress, through their Region Chairs, monthly
7. Frequent communication from the District Governor team to the Region and Zone Chairs to offer assistance if deemed necessary

Target Deadline: June 30, 2021

How will we know when this goal has been completed? By monitoring progress through MyLCI on a regular basis

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
--------------	-------------------	--------------------	---------------	----------

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

By the end of the first quarter in fiscal year 2020-2021, the District will complete a SWOT analysis to include membership, leadership and service. The SWOT analysis will be used to enhance our plans (goals) and updated annually.

Action Plan

[5M10 Multiple District Goal 3365.pdf](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
--------------	-------------------	--------------------	---------------	----------

DISTRICT CUSTOM IMPACT

Goal Statement

DISTRICT 5M10 MULTIPLE DISTRICT CUSTOM IMPACT SWOT Analysis

SMART GOAL:

By the end of the first quarter in fiscal year 2020-2021, the District will complete a SWOT analysis to include membership, leadership and service. The SWOT analysis will be used to enhance our plans (goals) and updated annually.

ACTION PLAN:

1. Send request to all clubs along with sample to complete a SWOT analysis
 - a. For those clubs that submitted a SWOT analysis in the spring, ask them to review their submissions and confirm or revise them as appropriate
 - b. DGE, Region Chairs, Zone Chairs
 - c. Resources: Email, telephone
 - d. March 1, 2020 to August 31, 2020
2. Analyze and summarize Club SWOT submissions for use in conjunctions with our smart goals
 - a. DGE
 - b. Resources: Computer, printer
 - c. September 30, 2020
3. Share results with DG team at our October DG Team meeting
 - a. DGE
 - b. Resources: Email, computer, Zoom
 - c. October 1, 2020 to October 31, 2020

Target Deadline: October 31, 2020

How will we know when this goal has been completed? When SWOT Analysis summary is shared with DG Team

LEADERSHIP:

1. Prior to the end of the 2020-2021 fiscal year, 100 percent of the incoming Region and Zone Chairpersons will complete Region and Zone Chairperson training.
2. Prior to September of the 2020-2021 fiscal year, 90 percent of incoming Club Officers that have not taken training for their position within the past 3 years will complete Club Officer training.
3. Prior to the end of the 1st quarter of the 2020-2021 fiscal year, develop a printed succession plan for future District Leadership to be presented at the 2nd Cabinet meeting of the 2020-2021 fiscal year.
4. During the 2020-2021, the district will add 5 new Guiding Lions to the roster to support the development of new clubs and the clubs needing assistance.

SERVICE:

1. During fiscal year 2020-2021, 100% of Lions Clubs in District 5M10 will report on MyLion after doing a minimum of 2 service activities.
2. 90% of all clubs will participate in and report on District 5M10 Lions Semi-Annual Week of Service.
3. Development of a district service project to take place during the midwinter convention in January, 2021.

Action Plan

[District 5M10 Custom Impact R1.pdf](#)

Action Steps	Responsible Party	Required Resources	Date to Begin	Due Date
--------------	-------------------	--------------------	---------------	----------

DISTRICT 5M10 CUSTOM IMPACT

Region and Zone Chairpersons Training

SMART GOAL:

Prior to the end of the 2020-2021 fiscal year, 100 percent of the incoming Region and Zone Chairpersons will complete Region and Zone Chairperson training.

ACTION PLAN:

1. In conjunction with the final cabinet meeting for the 2020-2021 fiscal year, we will offer Region and Zone Chairpersons training
 - a. This training may take the form of online training through GoToWebinar or may be a face-to-face meeting
 - i. If it is to be GoToWebinar, Technology Chair will set up Webinar and DGE will send invitations to incoming Region and Zone Chairs
 - ii. If it is to be a face-to-face meeting, the DGE will send out invitations requesting their attendance at the meeting
 - b. DG, DGE, 1st VDG, 2nd VDG, GLT, GMT, GST, Cabinet Secretary and Cabinet Treasurer will all participate in the training. The training will involve review of the roles and responsibilities of the position as it relates to all positions listed above as well as an overview of the District Goals and expectations of the position
 - c. If the training takes the form of a Webinar, it will be recorded and posted on the District Website by the District Technology Chair for any Zone or Region Chair that was unable to attend the meeting or for review at a later date
 - d. The DGE will follow-up with any Zone or Region Chair that may not have been able to attend the live training
 - i. If the training takes place in the form of a Webinar, the DGE will direct them to the website. They will have to register to view the recorded training, allowing us to see who took the training post-live
 - ii. If the training takes place in the form of a face-to-face meeting, the DGE will offer alternate training and ensure all incoming Region and Zone Chairs are trained prior to the end of the fiscal year

Target Deadline: June 30, 2021

How will we know when this goal has been completed?

All incoming zone and region chairs will be trained, either, by GoToWebinar, which will record the names of individuals attending the Webinars, both, live and recorded or, in the case of face-to-face training, attendance will be recorded and follow-up for those not in attendance will be added to the attendance list once they have received their training.

DISTRICT 5M10 CUSTOM IMPACT Club Officer Training

SMART GOAL:

Prior to September of the 2020-2021 fiscal year, 90 percent of incoming Club Officers that have not taken training for their position within the past 3 years will complete Club Officer training.

ACTION PLAN:

1. Prior to the start of the 2020-2021 Lions year, club officers will be offered live, online training in the areas of President, Secretary, Treasurer and Membership
 - a. GLT, 2nd VDG
 - b. Resources GoToWebinar, GLT, Trainers, Moderator
 - c. May 1, 2020 to June 30, 2020
2. Training opportunities will be emailed to all incoming club officers and posted on district website for all clubs to view
 - a. GLT, 2nd VDGE, District Technology Chair
 - b. Resources: Email, Access to editing district Website
3. Upon completion of live club officer training, the recorded webinars will be posted on the district Website for anyone that was unable to attend the training live
 - a. District Technology Chair
 - b. Resources: Access to editing district Website
 - c. May 1, 2020 to June 30, 2020
4. Follow-up to officers that have not taken training to determine if they have taken training for their position in the past 3 years and, if not, direct them to our website to view the recorded training or offer them one on one training if they feel uncomfortable with online training
 - a. Zone Chairs
 - b. Resources: Personal phone calls to presidents of clubs
 - c. July 1, 2020 to August 31, 2020

Target Deadline: August 31, 2020

How will we know when this goal has been completed? The final step will determine % of club officers that have been trained

DISTRICT 5M10 CUSTOM IMPACT

Succession Plan

SMART GOAL:

Prior to the end of the 1st quarter of the 2020-2021 fiscal year, develop a printed succession plan for future District Leadership.

ACTION PLAN:

1. Develop a succession plan survey
 - a. GLT and 2nd VDG
 - b. Resources: Survey Monkey or similar online survey platform
 - c. This step will be completed prior to August 12th
2. Invite clubs to participate in survey by sending email to all clubs encouraging them to participate in survey
 - a. GLT and 2nd VDG
 - b. Resources: Email
 - c. This step will be completed by September 1st
3. Advertise the survey in August edition of L10News
 - a. GLT and 2nd VDG
 - b. Resources: Email, L10News
 - c. This step will be completed by August 12th
4. Follow-up with clubs to encourage participation and identify any interested members that may not want to complete the survey online and encourage clubs to qualify any members that may be interested in Zone Chair or District Governor in the future
 - a. Zone chairs
 - b. Resources: Email, telephone
 - c. This step will be completed by September 11th
5. Report findings from Step 4 above to Region chairs who, in turn, will summarize the information from their Zone Chairs and report that information to the GLT and/or 2nd VDG for inclusion in their report
 - a. Zone chairs, Region chairs, GLT, 2nd VDG
 - b. Resources: Email
 - c. This step will be completed by September 16th
6. Prepare a detailed report, including names, and distribute it to the District Governor Team for review prior to the 2nd Cabinet Meeting
 - a. GLT and 2nd VDG
 - b. Resources: Email
 - c. This step will be completed by October 1st
7. Prepare a summary report, without names, present it at the 2nd Cabinet Meeting, and ensure it is posted on the District Website
 - a. GLT and 2nd VDG
 - b. Resources: Presentation equipment
 - c. This step will be completed by October 31st

Target Deadline: October 31, 2020

How will we know when this goal has been completed? Succession plan will be complete, reviewed by the District Governor Team, presented to Cabinet and made available on the District Website

DISTRICT 5M10 CUSTOM IMPACT

Guiding Lion Training

SMART GOAL:

During the 2020-2021, the district will add 5 new Guiding Lions to the roster to support the development of new clubs and the clubs needing assistance.

ACTION PLAN:

1. The District will host a Guiding Lion Workshop to educate new Guiding Lions
 - a. 2nd VDG, GLT
 - b. Resources: Training manuals
 - c. October 1, 2020 to November 6, 2020

Target Deadline: November 6, 2020

How will we know when this goal has been completed? At least 5 new Guiding Lions are certified

DISTRICT 5M10 CUSTOM IMPACT

Service Activity Reporting

SMART GOAL:

During fiscal year 2020-2021, 100% of Lions Clubs in District 5M10 will report on MyLion after doing a minimum of 2 service activities.

ACTION PLAN:

1. Offer online Webinar on using MyLion for those that feel uncomfortable using it
 - a. GLT, 2nd VDG
 - b. Resources: GoToWebinar
 - c. May 1, 2020 to June 30, 2020
2. Communicate with clubs the importance of service reporting and offer personal assistance of District Administrator, if required
 - a. Zone Chairs, District Administrator (2nd VDG)
 - b. Resources: Email, telephone
 - c. July 1, 2020 to June 30, 2021
3. Follow-up with clubs that are not reporting
 - a. Zone Chairs
 - b. Resources: Email, telephone
 - c. December 1, 2020 to June 30, 2021

Target Deadline: June 30, 2021

How will we know when this goal has been completed? All clubs have reported at least 1 service project on MyLCI

DISTRICT 5M10 CUSTOM IMPACT

Lions Week of Service

SMART GOAL:

90% of all clubs will participate in and report on District 5M10 Lions Semi-Annual Week of Service.

ACTION PLAN:

1. Communicate and promote District 5M10 Lions Week of Service
 - a. 2nd VDG, GST, PR, Zone Chairs
 - b. Resources: Email, Telephone, Social Media, L10News
 - c. July 1, 2020 to October 31, 2020 and January 1, 2021 to April 30, 2021
2. Encourage all clubs to share their photos and stories on social media and to share them with the District PR Chair
 - a. Zone Chairs, PR Chair
 - b. October 1, 2020 to November 30, 2020 And May 1, 2021 to June 30, 2021
3. Encourage all clubs to report their projects on MyLion
 - a. Zone Chairs, Region Chairs, GST, 2nd VDG
 - b. Resources: Email, Telephone, MyLion
 - c. November 1, 2020 to November 30, 2020

Target Deadline: November 30, 2020

How will we know when this goal has been completed? When 90% of clubs have reported their projects on MyLion

DISTRICT 5M10 CUSTOM IMPACT

District Service Project

SMART GOAL:

Development of a district service project to occur during the midwinter convention in January, 2021.

ACTION PLAN:

1. Establish, promote and carry out a service project during the Mid-Winter convention in January 2021
 - a. 2nd VDG, GST, PR
 - b. Zone Chairs will help with promoting this service project at the club level
 - c. Resources: Social Media, L10News for promoting the project
 - d. November 1, 2020 to January 31, 2021

Target Deadline: January 31, 2021

How will we know when this goal has been completed? The project will be completed by the end of the convention