



# District Success Plan 2019-2020

## Our goal: District 33 to be Smedley Distinguished.

We have 3 simultaneous requirements that must be met:

- Club Count
- Membership Payments
- Distinguished Clubs

We use several metrics to evaluate achievement:

- Educational awards are the metrics for member achievement.
- Distinguished Club Program provides the evaluation metrics for clubs to accomplish the club mission.
- Distinguished District Program provides the metrics for districts to accomplish the district mission.
- District 33 Leadership Team Goal is to be Smedley Distinguished

**For most of the clubs in District 33, the top priority is membership building. The District supports clubs through:**

1. **Training:** Shared resources and tools to help build club membership
2. **Strategic analysis:** Building awareness about the importance of planning membership building events in Jan/Feb – guests are more likely to commit, and more likely to renew
3. **Incentives:** District incentives designed to encourage membership building
4. **Management:** Understanding why renewals are turned in late in the first round and making a plan to avoid the same issue in the 2nd round.

The District encourages each Area Director to commit to build one new club by providing a new club lead, a sponsor, and a mentor.