



***District 7850
Strategic Plan
2012 – 2015***

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Introduction

This Strategic Plan is to guide District 7850 over the three year period 2012-2015. It supports the advancement of Rotary's principles and operations within the district's borders, as well as internationally. This is a living document to be modified from time to time. Send comments to: Sonny Holt debsonholt@myfairpoint.net

District Vision

To encourage and support a growing number of dynamic, action-oriented clubs whose contributions improve local and global community life. Strong, vibrant clubs with excellent public relations will act as magnets for attracting potential members from the local community.

District Mission

To help District 7850 clubs fulfill the Object of Rotary by promoting integrity, by facilitating local and international service, and by advancing world understanding, peace and goodwill through a fellowship of business, professional and community leaders. The plan has three major components:

- 1. Support and Strengthen Clubs,**
- 2. Focus and Increase Humanitarian Service**
- 3. Enhance Public Image and Awareness**

STRATEGIC OBJECTIVES

1 Support and Strengthen Clubs

1.1 Support Goals

Support clubs to be innovative, flexible and better able to meet the needs of their members.

Action	Responsible	Method
Develop a data base where clubs will be able to share successful service projects and fundraising efforts.	Club Service & Service Projects Chair, assistance from Foundation Chair	Complete initial data base by 1 July 2012. Maintain currency with 6 month updates.
Provide inspiration and support to clubs and their members.	Governor, Assistant Governors, Club Presidents	Governor and Assistant Governor attend Club meetings. Assistant Governor meets for lunch/dinner with area presidents, twice per year.
Develop a data base of all possible awards; encourage clubs to pursue them.	Club Service & Awards Chair, Club Presidents	Complete initial data base by 1 June 2012. Awards Chair tracks awards applied for and received.

1.2 Encouragement Goals

Encourage strategic planning with annual updates at the club and district levels through the use of visioning exercise tools and developing a strategic plan at the club level.

Action	Responsible	Method
Conduct club visioning exercises each year	Visioning Team, Assistant Governors	Track each club's progress toward their priority goals.
Use District Plan as a model to build club strategic plans.	Club Presidents	Assistant Governors review club plans periodically.

1.3 Leader Development Goals

Develop future Rotary leaders, providing the tools for clubs to attract, discover, and develop prospects.

Action	Responsible	Method
Select best possible Rotarians for Assistant Governors	Governor, Governor-elect	Use nominating process to find best candidates.
Develop a data base of all existing EarlyAct, Interact and Rotaract clubs in the district.	New Generations, Interact/Rotaract Chair	Complete initial data base by 1 June 2012. Maintain currency with 6 month updates.
Develop strategy and action steps for clubs to create EarlyAct, Interact and Rotaract clubs in their community.	Governor, New Generations, Interact/Rotaract Chair, Presidents	Chart quarterly progress for total clubs formed and total membership.
Increase attendance at the Rotary Leadership Institute and the District Assembly.	New Generations Chair, District Trainer	Chart quarterly progress of cumulative attendance.
Increase club participation in the Rotary Youth Leadership Awards program.	New Generations Chair, Youth Leadership Chair, Presidents	Track number of participating clubs.

1.4 Membership Goals

Improve membership recruitment, and retention with an increased emphasis on diversity.

Action	Responsible	Method
All Club presidents, develop a Club Membership Development Plan, using the guidance and action steps contained in the District Membership Development Guide	Club Presidents, with help from Assistant Governors	Club plans developed by 1 June 2012. Yearly updates submitted to District Membership Chair. Governor asks to see each club's plan during club visits
Each club appoints a membership chair and submits his/her name to the District.	Membership Chair, Presidents,	All appointed by 1 June 2012. with yearly updates.
Build and maintain strong, vibrant clubs with excellent public relations to act as magnets for attracting potential members from the local community.	Club Presidents, Club membership Chairs, with help from Assistant Governors	Follow guidance in the District and Club membership plans. Measure progress quarterly. A net increase in membership will determine if strong, vibrant clubs are being developed and maintained.
Build additional clubs within the district.	Club Extension Chair, Club Presidents, with help from Assistant Governors	Appoint points of contact for NH, VT and Quebec to assist in developing data base of potential locations for new clubs

1.5 Communication Goals

Improve communication among clubs and with the district. District 7850 currently has no method of reaching all Rotarians in the District. We are missing about 250 e-mail addresses. This is a major problem when important information must be distributed to members, such as, important events, opportunities to assume leadership positions, etc.

Action	Responsible	Method
Build a data base containing current e-mail addresses for all Rotarians in the district	Governor, Assistant Governors, Club Presidents, Club Secretaries	Complete by 15 June; with 6 month updates.
Encourage use of social media such as Facebook, Twitter, LinkedIn, etc.	Club Service Chair, Webmaster/ Social Media Chair, Public Relations Chair	Confirm that content is generated in various social media. Track the number of Facebook, LinkedIn & Twitter followers.

2 Foster and Increase Humanitarian Service

2.1 Rotary Foundation Goals

Continue the support of Rotary Foundation initiatives

Action	Responsible	Method
Strive to achieve 90% contributions by Every Rotarian Every Year (EREY) for the district	Foundation Chair, Governor, Assistant Governors, Presidents, Club Foundation Chairs	Increase education of the membership on the valuable work that can be accomplished through the Rotary Foundation. Stress how Foundation funds get returned to the district for use by clubs to support local and international projects.
Continue working to achieve the goal of eradicating Polio from the Earth	Foundation Chair, Polio Plus Chair, Club Presidents, Club Foundation Chairs	Clubs identify and carry out polio fundraising initiatives, and encourage members to volunteer to support the eradication of Polio.

2.2 Sustainable Project Goals

Encourage clubs to work with the community to identify and execute relevant, sustainable projects that involve and engage Rotarians and the community

Action	Responsible	Method
Each club identifies and executes within their community a minimum of one relevant, sustainable project each year engaging both Rotarians and community members	Club Presidents, Assistant Governors, with assist from Service Projects Chair	Each year, each club informs the Service Projects Chair the project(s) they have chosen.

2.3 Cooperation Goals

Create opportunities for clubs to work co-operatively on larger local and international projects

Action	Responsible	Method
Strive to involve all Clubs in the District Grant process to achieve a rate of one District Grant per club every four years	Club Presidents, Assistant Governors, with assist from Service Projects Chair and District Grants Chair	Achieve a rate of each club being involved in the process of obtaining District Grants once every four years, partnering with a minimum of one other club on larger local projects
Strive to involve all Clubs in the Matching Grant process.	Governor, Assistant Governors, with assist from Service Projects Chair, Foundation Chair and Matching Grants Chair	Identify worthy international projects. Encourage clubs to partner within the district or with other districts for the larger international projects

3 Enhance Public Image and Awareness

3.1 Public Relations Goals

Further develop and share public relations tools that are available from the District, Rotary International and individual clubs

Action	Responsible	Method
Encourage Clubs to publicize the good work of Rotarians at the local level	Governor, Assistant Governors, Public Relations Chair, All District Chair positions related to event publicized	Number of articles on websites, local papers, etc.
Strive to achieve a Rotary International public relations grant each year	Governor, Public Relations Chair	Achieving the award
Enhance the effectiveness of the district web site by implementing best practices. Ensure French version is maintained	Club Service Chair, Public Relations Chair, Webmaster	Track the number of visits to the District website French content on Home Page by June 2012. Build French version of the web site by September 2012

3.2 Public Awareness Goals

Include specific actions to increase public awareness and enhance Rotary's image in all club and district projects

Action	Responsible	Method
Look for opportunities to communicate our Clubs success to Rotary International, with the goal to have at least one article published in the Rotarian magazine every year.	Governor, Assistant Governors, Public Relations Chair, All District Chairs	Clubs forward proposed articles to Assistant Governors who will prioritize and forward to Club Service Chair. Club Service Chair will form evaluation committee and submit top five articles to Governor. Governor will make awards to top three and submit best of three to Rotarian magazine.

3.3 Communication Goals

Communicate key messages to all clubs including the unique role of Vocational Service, New Generations initiatives, core values and ethical standards of Rotary

Action	Responsible	Method
Create opportunities for leadership of Interact, Rotaract members who may transfer to Rotary Clubs in the future	Assistant Governors, New Generations Chair, District Trainer and clubs who sponsor New Generations Clubs.	Clubs develop and maintain liaison with schools, Boards of Education, etc. Encourage Interact/Rotaract presentations at clubs or district events.
Joint efforts of Rotary Clubs and New Generation Clubs	Governor, Assistant Governors, New Generations Chair(s), club Presidents and club members	Encourage joint meetings, joint fundraising, and joint local and international projects
Communicate messages about vocations that are represented in clubs.	Governor, Assistant Governors, club Presidents and club members	Encourage members to speak at Interact and Rotaract meetings about their vocations.

3.4 Social Media Goals

Promote the increased use of non-traditional avenues (new technology, social media) to promote Rotary and enhance communication throughout the district

Action	Responsible	Method
At the district level encourage the use of social media avenues such as Facebook, Twitter, LinkedIn, etc.	Club Service Chair, Webmaster/ Social Media Chair, Public Relations Chair	Generate content on the various social media avenues. Track the number of Facebook, LinkedIn & Twitter followers.

3.5 Premier Recognition of Clubs by Rotary International President

Encourage all clubs to use and achieve the Rotary International President's Presidential Citation	Governor, Assistant Governors, Club Service Chair, district committees	Track the number of clubs that obtain the Presidential Citation each year.
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