



Planning for the Future





ROTARY INTERNATIONAL

STRATEGIC PLAN

PRIORITIES AND GOALS

THE BASE FOR THE DISTRICT 7010 STRATEGIC PLAN

Rotary's strategic plan provides the framework for our future, ensuring that we continue to be known as a respected, dynamic organization that advances communities worldwide.

The strategic plan evolves with the aspirations of Rotarians. It is shaped by regular input from members through surveys, focus groups, committees, and meetings, so it can continue to help us achieve our goals.



Rotary's strategic plan identifies three strategic priorities supported by 16 goals. They represent what Rotarians have asked to be done to ensure a strong and vibrant Rotary going into the future.

SUPPORT AND STRENGTHEN CLUBS

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

FOCUS AND INCREASE HUMANITARIAN SERVICE

- Eradicate polio
- Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of focus
- Increase collaboration with other organizations
- Create significant projects both locally and internationally

ENHANCE PUBLIC IMAGE AND AWARENESS

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

OUR MISSION

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

OUR CORE VALUES

Our values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership.

These core values are:

FELLOWSHIP AND GLOBAL UNDERSTANDING

We build lifelong relationships.

ETHICS AND INTEGRITY

We honor our commitments.

DIVERSITY

We connect diverse perspectives.

VOCATIONAL EXPERTISE, SERVICE, AND LEADERSHIP

We apply our leadership and expertise to solve social issues.



**Building on the Rotary International
Strategic Plan**

DISTRICT 7010 STRATEGIC PLAN

VISION

District 7010 empowers its **Clubs** to be strong and vibrant members of the Rotary community.

CORE VALUES

- | | |
|------------|---|
| SERVICE | Fostering a culture of service to address the needs of others. |
| FELLOWSHIP | Building strong relationships between and within clubs and with the Rotary community. |
| DIVERSITY | Valuing differences in age, ethnicity, vocation and interests. |
| INTEGRITY | Living by the four-way test. |
| LEADERSHIP | Modeling behaviour and fostering leaders. |

MISSION

To engage, educate and support District 7010 Rotarians and connect them to each other and the Rotary community.



STRATEGIC PRIORITIES

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|-------------------------|---|
| New Generations | To enable younger generations as they grow and encourage them to connect with Rotary. |
| Membership | To attract, engage, retain and recognize a diversity of members in flexible, vibrant clubs. |
| Service projects | To assist clubs in developing and implementing effective projects and to encourage local, national and international service through identifying opportunities and facilitating partnerships. |
| Training | To strengthen our commitment to Rotary, nurture leaders, foster a stronger understanding of Rotary and build relationships. |
| Public Image | To enhance Rotary's public image, attract support by telling our Rotary story and build awareness of the strengths and power of Rotary to make the world a better place. |
| Foundation | To enhance Rotarians' understanding of and commitment to the Rotary Foundation and optimize its use to meet Rotary's 6 areas of focus. |
| Administration | To be the "go to" resource to support clubs in implementing their goals and programs through enhanced communication. |



District Governor's Goals 2016-17 Putting it Together to Serve Humanity



Support and Strengthen Clubs	<ul style="list-style-type: none"> • Increase membership • Improve member diversity • Engage members • Foster Interact and Roteract • Create new models for membership
Focus and Increase Humanitarian Service	<ul style="list-style-type: none"> • Sustain and build contributions to the Foundation • Celebrate the Foundation's Centennial • Establish a District based international project • Identify and celebrate local club projects and programs • Support club based international projects involving partnerships and travel • Encourage clubs to contribute to and access Foundation funds
Enhance Public Image and Awareness	<ul style="list-style-type: none"> • Develop and implement a District wide campaign to showcase Rotary • Optimize use of social media • Promote club based PI programs
Get Connected	<ul style="list-style-type: none"> • Build relationships between 7010 clubs • Host a friendship exchange • Implement VTT • Connect with youth • Link budget to achievements
Promote Leadership	<ul style="list-style-type: none"> • Maximize participation in training • Lead by example • Showcase success • Identify and Train Future Leaders
Celebrate Rotary	<ul style="list-style-type: none"> • Focus on Fellowship • Maximize RI Convention attendance • Host an engaging, inclusive conference

OBJECTIVES, GOALS AND TASKS

1. New Generations: To enable younger generations and encourage them to connect with Rotary.

Director Brenda Booth (2014-17)		Total Budget \$97,500			
DG's Goals					
<ul style="list-style-type: none"> • Foster Interact and Rotaract • Connect with youth 					
Tasks					
Develop a coordinated strategy to ensure active participation in all areas of New Generations.					
Involve Interact, Rotaract, Youth Exchange, children (or grandchildren) of Rotarians in District conference to build the family of Rotary					
Provide support to promote the youth exchange programs.					
Support existing Interact and Rotaract Clubs and provide support to establish new ones.					
Committee	Chair	Goal	Action	Timelin e	Status
Lead	Brenda Booth				
Interact Budget \$750	Debbie Deering	Support/ maintain existing club	Maintain accurate contact information for all Interact Clubs Contact Rotarian leads for Interact Clubs to share successes, projects, etc. Forward relevant information from RI Encourage promotion of their activities Establish connecting through a regular Go To Meeting Share strategies for continuity (spring elections, Interactors to RYLA) Have succession plans with Interact Chair		
		Assist in development of new clubs	Maintain Interact section of District website with relevant information about Interact Be available for assistance whether in person, by phone or email		

			Promote at Leadership Training Weekends and District Conference		
STEP	Keith McKeen				
RYLA \$23,000 (+/-)	Sebastien Vermette				
Rotaract \$750	Alex MacIntosh				
Youth Exchange \$68,000 (+/-)	Allison Durocher				

2. Membership: To attract, engage, retain and recognize members in flexible, vibrant clubs.

Director Lynn Chant 2014 -17		Total Budget \$5,200			
DG's Goals					
<ul style="list-style-type: none"> • Increase membership • Improve member diversity • Engage members • Create new models for Membership 					
Tasks					
Strengthen the District membership recruitment, engagement and retention plan based on attracting all demographics and providing alternative meeting options that respond to a variety of needs.					
Help clubs do a community scan to identify and recruit potential members					
Encourage establishment of clubs with different profiles to accommodate more members.					
Committee	Chair	Goal	Action	Timeline	Status
Lead Budget \$2,500	Lynn Chant	1.Help clubs establish membership recruitment and retention plans. 2.Encourage clubs to recognize and award their members. 3.Provide education on membership growth by providing materials/seminars. Encourage clubs to increase the fellowship and fun within their club.			
Membership Retention	Mitch Gravel				
Club Extension Budget \$1000	Pamela Hillier				
Awards Budget \$1,200	Liz Moseberger-McInnis				
Family of Rotary Budget \$500	Janet McLeod				
Membership Recruitment	Bill				

3. Service projects: To assist clubs in developing and implementing effective projects and to encourage local, national and international service through identifying opportunities and facilitating partnerships.

Director: Dawn Straka	Total Budget \$800
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- DG's Goals**
- Establish a District based international project
 - Identify and celebrate local club projects and programs
 - Support club based international projects involving partnerships and travel

Tasks
 Have each Committee identify a project in their area of focus that could be implemented by the District (with club participation) or which could be a prototype for clubs to use in their communities.
 Provide an opportunity for sharing project ideas between clubs and members.
 Assist clubs in developing and implementing local projects
 Implement District projects to draw Rotarians together

Committee	Chair	Goal	Action	Timeline	Status
Lead	Dawn Straka 2014-17	Encourage, Inspire and support District-led, multi-club led and individual club service projects through Chair and Committee support, educational workshops focusing on service, team meetings, individualized support & consultation as needed and writing a quarterly service oriented newsletter.	Continue to encourage and support the Chair Vocational Services and the lead in Indigenous Focus, concentrating on each of them enhancing their committees and the resources they have to work with; Encourage all lead persons to pull their teams together at both the Leadership Weekend and at Conference; Pull regional district workshops together that stress service; Encourage Clubs to consider seeking grants to support their		

			project ideas		
Community Service Budget \$200	Shelly Duben				
Indigenous Focus Budget \$200	Janet McLeod				
Wheelchair Distribution	Susan Sharp				
Vocational Service \$200	Chair needed				
World Community Service \$200	Lynn Vuorimaki				

4. Training: To strengthen commitment to Rotary, nurture leaders, foster a stronger understanding of Rotary and build relationships

Director Sue Davidson (2015-18)			Budget \$37,730		
DG's Goals					
<ul style="list-style-type: none"> • Maximize participation in training • Identify and trail future leaders 					
Tasks					
<p>Implement a program to identify and train future leaders for District positions based on a succession plan. Use DTTS to build a unified team with common goals for the year Focus on Rotary weekend to engage all Rotarians Use District conference as an inspiration to educate and engage all Rotarians Promote RLI Encourage participation in International convention as a way of educating and inspiring leaders.</p>					
Committee	Chair	Goal	Action	Timeline	Status
District Trainer Budget \$32,535 (+/-)	Sue Davidson	<p>Increase awareness and understanding of the different programs to enhance Rotary understanding and knowledge.</p> <p>Develop and implement comprehensive plan to support clubs in meeting club and district goals</p> <p>Co-ordinate Rotary Weekend</p> <p>Develop and implement programs to train and encourage future leaders</p>	<p>Develop flyer to define RLI, RLA, Rotary Weekend and Rotary 101</p> <p>Promote programs, emphasizing opportunities to strengthen fellowship and friendship</p> <p>Work with AGs and Directors to determine club and district needs</p> <p>Assist with visioning, efficacy scales, informal assessments</p> <p>Promote Rotary Weekend, RLI, RLA and Rotary 101</p> <p>Work with Rotary International Coordinators and District Leadership Team to provide training seminars (face to face and online) to respond to club needs and support achievement of goals</p>		

			<p>Establish process to promote and select for district positions Offer Future Leaders' workshop at Rotary Weekend Make Rotarians aware of criteria for candidates to send to Future Leader Seminar at Zone</p> <p>Develop DTTs program to further facilitate team building and leadership skills</p>		
<p>Learning Academy Budget Budget \$1350</p>	Janet Morzuk	<p>Increase registration in RLA by 10% Offer the RLA in French and English</p>	<p>Promote RLA to all members (specifically targeting new Rotarians) Provide alternate processes to complete modules Recognize/celebrate graduates at Rotary Weekend Work with District Translator to offer material in French</p>		
<p>Rotary Learning Institute Budget \$2745 (+/-)</p>	Lynda Rickard	<p>Increase the number of District Rotarians that have completed RLI Training by 10%</p> <p>Offer Part 1 in French and English.</p>	<p>Deliver Parts 1, 2 and 3 of the Rotary Leadership Institute training annually. Pilot project to present training in four quadrants of the District</p> <p>Work with the District translator to develop or order French Language materials Facilitate the training of bilingual institute leaders</p>		
Logistics	Bill Hagborg (2016 – 2019)	Provide timely administrative support (including online			

		<p>registration) for all district training</p> <p>Explore the option of moving our online registration process from RegOnLine to the service that is available through ClubRunner”.</p>			
College of Knowledge	Joyce Campbell	<p>Provide current/relevant Rotary information to share at the club level and Rotary Weekend</p> <p>Offer a comparable resource in French</p>	<p>Update materials yearly and send to webmaster to post on the website</p> <p>Work with the district translator to translate the resource</p>	July 2016 – June 2017	
Club Intervention /Visioning Budget \$1100	Len Lifchus	<p>To have French language facilitators</p> <p>50% of Rotary Clubs will be on the “cycle” of strategic planning</p> <p>Provide support to struggling clubs</p>	<p>Identify and train facilitators</p> <p>Update current status of clubs regarding visioning/strategic planning in consultation of AGs.</p> <p>Provide strategic planning/visioning or follow up sessions depending on status and needs of club</p> <p>Consult with AGs to identify struggling clubs</p> <p>Work with district leaders and club members to develop a strategy to provide support</p>		

5. Public Image: To enhance Rotary’s public image, attract support by telling our Rotary story and build awareness of the strengths and power of Rotary to make the world a better place.

Director: Marc Durocher 2015-17 **Budget \$5,600**

- DG’s Goals**
- Develop and implement a District wide campaign to showcase Rotary
 - Optimize use of social media
 - Promote club based PI programs
 - Host a Friendship Exchange

TASKS

Develop and implement a District Image Campaign to raise Rotary’s profile amongst both members and the public.
 Provide support and draw on RI resources to help the clubs do local PR campaigns
 Celebrate and strengthen Rotary by showcasing what we do and assisting the clubs in showcasing Rotary in their communities.
 Maintain strong communication with and between the clubs. Encourage the use of social media with attractive up to date and vibrant website and media tools.
 Establish a District committee to work with the web master to update the district website and Facebook Page (i.e. Social Media) - to keep them current, vibrant and relevant.
 Conduct Friendship Exchange to New Zealand.

Committee	Chair	Goal	Action	Timeline	Status
Lead	Marc Durocher				
Web Master	Dave Porter				
Promotion \$5000	Brenda Booth				
District Website Budget \$500	Bill Hagborg	Manage District Website			
Friendship Exchange Budget \$100	Alan Ingram (2016 -17)	Lead one friendship exchange	Organize exchange with New Zealand –return exchange July 2018		



6. Foundation: To enhance Rotarians' understanding of and commitment to the Rotary Foundation and optimize its use to meet Rotary's 6 areas of focus

Director: Sue Cook 2016 - 18 **\$9300** separate budget for SHARE/District Designated Fund

DG's Goals

- Sustain and build contributions to the Foundation
- Celebrate the Foundation's Centennial
- Support club based international projects involving partnerships and travel
- Encourage Clubs to contribute to and access Foundation funds
- Implement VTT

Tasks

Promote Foundation giving by demonstrating its benefits – set targets for clubs.
 Manage Foundation resources to maximize the benefit to clubs.
 Hold District events to come together to celebrate and educate about the Foundation
 Provide support to clubs in understanding and accessing the Foundation.
 Hold one District-wide Foundation event per annum.
 Identify and implement a VTT in 2016 - 17

Committee	Chair	Goal	Action	Timeline	Status
Lead Budget \$3500	Sue Cook 2016 -19	To educate, motivate, and inspire Rotarians to participate in Foundation activities.	Plan, organize, and promote district seminars (grant management seminar, district Rotary Foundation seminar, district team training, and presidents-elect training seminar; provide support to club Foundation committees.	ongoing	
Scholarships & Peace Fellowships Budget \$100	Colin Vickers 2013-16	To find and support one Global Grant Scholar and one World Peace Fellow.	Global Grant Scholarship: Coordinate orientation for scholarship recipients. Confirm participation by the host district and determine whether training or guidance is necessary for the host counselor. Ensure that Rotarians in the host district are informed that a scholarship recipient will be studying there. Maintain contact with scholarship	Jan: distribute materials April: apps due	

			<p>recipients during the study year.</p> <p>World Peace Fellowship: Distribute application materials to clubs. Establish a selection committee. Select qualified candidates. Conduct orientation for fellowship recipients. Provide training and guidance to sponsor and host counselors.</p>	May: interviews	
Annual Program Fund Budget \$100	Joyce Campbell	Help clubs set Annual Fund goals.	<p>Publicize club and district monthly goal achievements.</p> <p>Encourage contributions in support of club goals.</p> <p>Encourage participation in fundraising events.</p> <p>Promote special giving opportunities such as the Paul Harris Society, Rotary Foundation Sustaining Member gifts, challenge/leverage gifts, corporate matching gifts, and corporate and community Foundation support.</p>	2013-14	
District Grants Budget \$100	Kim Giffen 2016 -19	<p>To manage, promote and encourage implementation of Rotary Foundation District grants.</p> <p>To ensure all Clubs are well informed about District Grant opportunities and that more than ½ of Clubs apply for and receive a DG.</p> <p>To ensure Club members feel supported through the DG process from application to final report</p>	<p>Serve as a district expert and resource on all Rotary Foundation District grants.</p> <p>Follow and enforce the terms and conditions of grant awards for district and global grants; disseminate and conduct club education on the terms and conditions.</p> <p>Work with the district Rotary Foundation committee chair to disburse grant funds and to ensure that proper records of grant activity are maintained for reporting purposes.</p> <p>Establish and maintain appropriate grant management recordkeeping systems.</p> <p>Provide training sessions throughout the District. Be resourceful to Clubs as required. Ensure Clubs are regularly informed about the status of DGs.</p>	2013-15	
Global Grants Budget \$100	Colin Thacker 2015-18	To manage, promote and encourage implementation of Rotary Foundation Global grants.	<p>To help clubs participate in educational, vocational, and humanitarian activities.</p> <p>Serve as a district expert and resource on all Rotary Foundation Global grants.</p>	ongoing	

			<p>Follow and enforce the terms and conditions of grant awards for district and global grants; disseminate and conduct club education on the terms and conditions.</p> <p>Work with the district Rotary Foundation committee chair to disburse grant funds and to ensure that proper records of grant activity are maintained for reporting purposes.</p> <p>Ensure implementation of proper stewardship and grant management practices for all club- and district-sponsored grants, including reporting to The Rotary Foundation on all grants.</p> <p>Establish and maintain appropriate grant management recordkeeping systems.</p>		
Vocational Teams Budget \$100	Brian Menton	To send at least on team internationally	<p>To continue to investigate potential Vocational Teams and provide leadership and expertise to clubs.</p> <p>Establish criteria and solicit club submissions.</p> <p>Interview candidates and choose a leader, members, and alternates.</p> <p>Identify partner districts.</p> <p>Ensure fulfillment of all program requirements.</p> <p>Coordinate local itineraries.</p> <p>Coordinate team orientation and language training needs.</p>	July 2014	Working on guidelines
Endowment Fund Budget \$100	Bill Hagborg	To inform Rotarians of planned giving opportunities.	<p>Coordinate the identification, cultivation, and solicitation of potential donors in support of the Permanent Fund; involve district leadership, regional Rotary Foundation coordinators, Trustees and Directors, alumni, and Major Donors in planning and soliciting major gift prospects, as appropriate.</p>	ongoing	
Polio Budget \$100	Liz Mossburg McInnis	To support Rotary's commitment and to encourage all Rotarians to participate in PolioPlus activities.	<p>Work with the local media to promote fundraisers, activities, and stories about polio survivors.</p> <p>Send updates to clubs about the number of polio cases.</p>		

			Promote National Immunization Days and encourage club members to participate. Use End Polio Now pins and other PolioPlus items to raise awareness of Rotary's work to eradicate polio.		
Paul Harris Society Budget \$100	Reid Asselstine				
Foundation Dinner Budget \$5000 (+/-)	North Bay Clubs	To hold a District Foundation Dinner to celebrate the 100 th anniversary of the foundation	Host a Rotary Foundation Dinner in 2011-17.		

7. District Administration: To be the “go to” resource to support clubs in implementing their goals and programs through enhanced communication.

District Governor: Margaret Walton	\$283,036 (includes District Conference)
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- DG’s Goals**
- Lead by example
 - Showcase success
 - Focus on Fellowship
 - Maximize RI Convention attendance
 - Host an engaging, inclusive conference
 - Link budget to achievements

Tasks

Ensure each Director and AG has set goals which are reflected in their Committee chairs goals for the year.
 Link goals to budget for each Committee.
 Encourage and provide support for clubs to develop and implement strategic plans to give clubs a focus and direction.
 Link effective planning with club achievement award.
 Based on input from Committee Chairs and Directors and in accordance with RI goals work with District team at DTTS to confirm goals and develop an implementation plan for the year.
 Present the plan at Rotary Weekend and get the presidents input and support.
 Charge the AGs with the responsibility to promote and implement goals
 Link the District plan for the year to the budget.
 Report on progress to clubs on an ongoing basis and show results
 Present a conference which engages and inspires in unexpected ways.
 Ensure every club president and at least one other member attend the District conference.
 Pull together strategic plan, District job descriptions, policies and procedures and post in prominent (and organized way) on District web site.
 Work to ensure all 7010 Rotarians are familiar with the Plan.
 Post minutes of District meetings so they are available to all Rotarians
 Promote Atlanta and build to Toronto

Committee	Chair	Goal	Action	Timeline	Status
Lead	Margaret Walton				



Assistant Governors Area 1 Area 2 Area 3 Area 4 Area 5 Area 6 Area 7 Area 8 Budget \$4500 (+/-)	Lise Dutrisac Luc Chalifoux Bill Hagborg Janet Stead Michael Christie Doug Moody Helen Robinson Rick Storey	To help develop a more step-by-step job description with detailed duties for: (a) club board meeting attendance (what to say, what to cover, what to ask); (b) first-time club visits (what to say, what to cover, what to ask)	Add this to the month-by-month AG action calendar already in existence	DURING DAC in February	Wishful thinking at the moment
Secretary Budget \$1200	Joyce Campbell	Assist clubs with attendance reporting Have all DAC members submit reports in a timely manner – 3 times per year AGM – president elect attendance Deliver Secretary training at Rotary weekend Organize November DAC Take minutes at DAC and AGM			
Finance Committee Budget \$11.500	Lise Dutrusec 2016/17	1) Ensure the development of each year's District budget reflects the input from the members of the District Advisory Committee. 2) Oversee the actions of the Treasurer's office and receive quarterly reports of profit and loss against budget and balance	Meet with committee chairs to set budget linked to goals. Review fees		

		sheet 3) Recommend a per capita levy on the membership. 4) Present a balanced budget to the membership on an annual basis.			
Treasurer \$1400	Marilyn Hansen	Educate Members regarding the importance of accurate & detailed reporting. Advise members on new expense claim. .	Present to DAC	DTTS –Feb 2014 PETS-April 2014 Mar/14	DTTS presentation complete
Strategic Planning \$500	Mike Kinsey	To implement a Strategic Plan	Work with District leaders to promote and implement plan		Ongoing
Resolutions & Protocol	Don Watkins				
Insurance \$38000 (+/-)	Marlene Mosclow	To assist District Clubs with insurance related questions. To act as intermediary between the Brokerage (Norwich Insurance Brokers) handling the Canadian Rotary Insurance Program and District 7010	Provide any details to DG in regards to program changes. Forward Premium calculations to the District Treasurer for individual club billings. Assist and Advise District Clubs who require assistance.	Ongoing	To assist District Clubs with insurance related questions. To act as intermediary between the Brokerage (Norwich Insurance Brokers) handling the Canadian Rotary Insurance Program and District 7010
Nominations Budget \$850	Marilyn Hanson				

District Conference \$168,286 (+/-)	Ashley Arnold And Host organizing committee	Assist HOC Chair and Conference Committee with planning and hosting District Conference(s)	Participate in monthly planning and give input as required.	Complete now working on 2015 and 2016 conferences	Progressing well
Protection Officer	Angela Knight Van Schaayk	Foster awareness of policy	Educate district committees most affected (e.g. YE, RYLA)		
Administration	Joyce Campbell	Keep district organization chart up to date on ClubRunner and Excel spreadsheet. Advise annually Rotary Fellowships with a link Rotary Alumni with a link			

Implementation Plan – in progress, link to District budget

Measures for success

Support and Strengthen Clubs	<ul style="list-style-type: none"> Increased membership Improved retention rate Increased number of Roteract and interact clubs New clubs with alternative membership formats chartered New flexible rules for existing clubs
Focus and increase Humanitarian Service	<ul style="list-style-type: none"> District project in place All clubs contribute to Foundation and Polio Plus
Enhance Public Image and Awareness	<ul style="list-style-type: none"> Process in place to update and monitor website content District PR strategy implemented
Get Connected	<ul style="list-style-type: none"> Friendship exchange hosted VTT planned More interclub activities
Promote Leadership	<ul style="list-style-type: none"> Process for recruiting and appointing District leaders Increased participation in RLI and RLI
Celebrate Rotary	<ul style="list-style-type: none"> Sold out District conference 50 attendees at Atlanta Host Foundation dinner to celebrate centennial

District 7010 Tasks to Implement the Goals

	2015-16 DG Lise	2016-17 DGE Margaret Tasks to Achieve Goals	2017-18
New Generations	Showcase and include Rotaractors at all district events e.g. DTTS in February, Rotary weekend, in April, District Conference in the Fall. Find a champion interested and willing to start up a new Rotaract club. Complete a Friendship exchange to Taiwan.	Develop a coordinated strategy to ensure active participation in all areas of New Generations. Involve Interact, Roteract, Youth Exchange, children (or grandchildren) of Rotarians in District conference to build the family of Rotary Provide support to promote the youth exchange programs. Support existing Interact and Roteract Clubs and provide support to establish new ones.	Evaluate the current programs that are offered and how we deliver on them. Strengthen the existing ones before starting new invitees. Have all Rotaract clubs on a mentoring program with sponsoring clubs. Match club positions.
Membership	Encourage clubs and members to identify communities/regions that would benefit from a Rotary club. Discuss and explore the idea of satellite clubs with clubs in the District and promote the guidelines developed by District. Encourage clubs to work with District Membership Chair to help increase membership and retention rate. Encourage clubs to develop and implement a "better retention" plan that fits with their club. Encourage clubs to increase the fellowship and fun within their club.	Strengthen the District membership recruitment, engagement and retention plan based on attracting all demographics and providing alternative meeting options that respond to a variety of needs. Help clubs do a community scan to identify and recruit potential members Encourage establishment of clubs with different profiles to accommodate more members.	Make retention and engagement top goals for clubs. Find and share valuable training tools for fostering retention. Have clubs follow up with exit interviews or feedback so that we can use the information to formulate club strategies on retention. Manage the information so it can be used Reach out to other service clubs for potential recruitment.
Service		Have each Committee identify a	Have a central site for sharing all

Projects		<p>project in their area of focus that could be implemented by the District (with club participation) or which could be a prototype for clubs to use in their communities.</p> <p>Provide an opportunity for sharing project ideas between clubs and members.</p> <p>Assist clubs in developing and implementing local projects</p> <p>Implement District projects to draw Rotarians together</p>	<p>clubs projects so that successes can be used and failures can be learned from.</p> <p>Encourage projects that can be shared by clubs so that workload and success can be shared</p>
Training Building Leadership Continuity	<p>Develop and implement a process to identify future district leaders.</p> <p>Select one or 2 of the future leaders identified for further development i.e. attend Zone Institute.</p> <p>Review relevant job description with individual director and chair on an annual basis and modify as required.</p> <p>Seek volunteers with Rotary knowledge and facilitation skills to build training teams for events such as DTTS & Weekend (President Elect Training).</p>	<p>Implement a program to identify and train future leaders for District positions based on a succession plan.</p> <p>Use DTTS to build a unified team with common goals for the year</p> <p>Focus on Rotary weekend to engage all Rotarians</p> <p>Use District conference as an inspiration to educate and engage all Rotarians</p> <p>Promote RLI</p> <p>Encourage participation in International convention as a way of educating and inspiring leaders.</p>	<p>Find a way to use or share the training that has been done.</p> <p>Step up investment of resources in future leader program. Have AG's assist in identifying potential leaders that we have in our existing membership.</p> <p>Share how FUN and informative the programs we offer are. Leadership training, district conference, R.I. conventions).</p>
Public Image	<p>Encourage all clubs to appoint Public Image chair and support them in their publicity efforts.</p> <p>Encourage all clubs to promote their activities in local media.</p> <p>Support clubs in their use of Rotary Club Central.</p>	<p>Develop and implement a District Image Campaign to raise Rotary's profile amongst both members and the public.</p> <p>Provide support and draw on RI resources to help the clubs do local PR campaigns</p>	<p>Have clubs share PR efforts.</p> <p>Educate membership on the use of PR tools that are available to them.</p>

		<p>Celebrate and strengthen Rotary by showcasing what we do and assisting the clubs in showcasing Rotary in their communities.</p> <p>Maintain strong communication with and between the clubs. Encourage the use of social media with attractive up to date and vibrant website and media tools.</p> <p>Establish a District committee to work with the web master to update the district website and Facebook Page (i.e. Social Media) - to keep them current, vibrant and relevant.</p>	
Foundation	<p>Achieve donation of 100% of Every Rotarian Every Year with minimum per capita giving of \$195 US per club member.</p> <p>Achieve per capita giving of \$20 US per club member to Polio Plus.</p> <p>Encourage clubs to dedicate at least 2 meetings during the year to talk about Foundation and/or about the eradication of polio and its importance.</p>	<p>Promote Foundation giving by demonstrating its benefits – set targets for clubs.</p> <p>Manage Foundation resources to maximize the benefit to clubs.</p> <p>Hold District events to come together to celebrate and educate about the Foundation</p> <p>Provide support to clubs in understanding and accessing the Foundation.</p> <p>Hold one District wide Foundation event per annum.</p> <p>Identify and implement a VTT in 2016 - 17</p>	<p>Make foundation dinners part of the goals for every club.</p> <p>Gather interesting informative media and encourage every club to dedicate one meeting per year in foundation month to sharing the information provided.</p> <p>Make sure each club has a foundation champion that is aware of all the programs offered</p>
Strategic Planning	Implement Strategic Plan.	<p>Ensure each Director and AG has set goals which are reflected in their Committee chairs goals for the year.</p> <p>Link goals to budget for each Committee.</p>	<p>Make strategic planning a team effort.</p> <p>Monitor that the plan is being followed by allowing time at DAC/DITTS for reviewing the plan</p>

		Encourage and provide support for clubs to develop and implement strategic plans to give clubs a focus and direction. Link effective planning with club achievement award.	
Establish District Priorities	Seek input from the district leaders to establish the priorities for the district – this can be done during the District Team Training Seminar (DTTS) held in February. Once priorities have been established, earmark a portion of the budget to be distributed to the District committees, based on their budget input and the funds available. Seek ways to enhance communication and to keep lines of communication open between DG, AG's & Directors e.g. Go to meeting, free conference, face to face meetings, email etc. During the Annual General Meeting (AGM) in April, present the draft budget to the Presidents-elect AND provide the rationale for spending. If in agreement, the budget is to be approved by Club Presidents-elect.	Based on input from Committee Chairs and Directors and in accordance with RI goals work with District team at DTTS to confirm goals and develop an implementation plan for the year. Present the plan at Rotary Weekend and get the presidents input and support. Charge the AGs with the responsibility to promote and implement goals	After everyone has input in the form of the reports at DAC set time in the agenda to set goals and budget for the goals. Facilitate a way of making sure the priorities are getting the effort they require
Budget	Review budget requests and budget allocation with each of the District committee chairs. Explore ways to meet shortfalls, if any. In collaboration with the Finance	Link the District plan for the year to the budget. Report on progress to clubs on an ongoing basis and show results	Make clubs more aware of the district budget.

	committee, establish amount to be kept in reserve for future expenditures.		
Build District Community	<p>Rotary. It's in our nature. Rotary, naturellement.</p> <p>Promote and strongly encourage ALL Rotarians to attend the Rotary district conference. Ensure a strong program with a good balance of Rotary content, fellowship and fun to build momentum and enhance attendance at future conferences.</p> <p>Use the conference as an opportunity to bring awareness and garner interest by guests and spouses as potential Rotarians.</p>	<p>Present a conference which engages and inspires in unexpected ways.</p> <p>Ensure every club president and at least one other member attend the District conference.</p> <p>Pull together strategic plan, all District job descriptions, policies and procedures and post in prominent (and organized way on District web site and work to ensure all 7010 Rotarians know what is is and where it is .</p> <p>Post minutes of District meetings so they are available to all Rotarians.</p>	<p>Build more excitement into events. Offer quality programs that suit the present needs and conditions.</p> <p>Engage AG's to promote district events at the club level.</p> <p>Make communicate more direct to club members.</p>
RI	<p>Target 30 participants to attend the 2016 RI Convention in SEOUL from May 28th to June 1st, 2016 by promoting it at each of: District Conference, District Team Training Seminar (DTTS), Rotary Weekend and by asking ALL clubs to show the promotional video of the convention between September and December.</p>	<p>Promote Atlanta and build to Toronto</p> <p>Conduct Friendship exchange to New Zealand</p>	<p>Make all club members aware of friendship exchanges and international opportunities.</p> <p>Promote the quality of speakers at RI events.</p>

