

# HALLMARKS OF AN INNOVATIVE DISTRICT

## LEADING YOUR DISTRICT TO TOMORROW

### **MULTI-YEAR STRATEGIC INNOVATION PLAN**

The entire district governor chain has an agreed-upon strategy for developing and sustaining innovative clubs, with specific action items which are intentionally acted on. The district leads the development of these clubs, instead of waiting for the idea to be brought to them.

### **APPOINTMENT OF A DISTRICT INNOVATION CHAIR & COMMITTEE**

The district governor has an appointed district innovation chair separate from the district membership chair, who leads a committee that meets regularly to foster innovative club models. This committee should have diverse members, including innovative club members, traditional club members, and Rotaractors. Allocations will be made in the district budget to help incentivize the development of innovative clubs.

### **DISTRICT HAS DIVERSE LEADERSHIP TEAM**

The district leadership team includes diverse members, including members from innovative clubs as well as Rotaractors. Districts will appoint seasoned, open-minded mentors to new clubs for their first year, as appropriate. Further, under-represented membership types will be actively recruited for district leadership (e.g. Rotaractors, satellite club members, etc.)

### **ACTIVE AND ACCURATE WEB PRESENCE**

The district's social media and website are active (updated regularly, as appropriate for the platform) and accurate, with up-to-date information on the district, Rotary International, and all forms of clubs, including Rotary, Rotary satellite, Rotaract, etc. The district is encouraged to build a small team of tech-savvy individuals to facilitate the development of content consistent with Rotary International Voice and Visual Identity Guidelines.

### **ACCESSIBLE TRAINING IS OFFERED REGULARLY**

The district provides training on innovative club models to assistant governors (AGs) to be attuned to potential opportunities. Accessible training is offered to new Rotarians with the intent of reducing feelings of exclusion, inadequacy, or lack of knowledge. This training may take place in small groups that meet virtually or in-person. Training is also offered to fill knowledge gaps such as visual identity and branding.

### **FOR MORE INFORMATION**

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# HALLMARKS OF AN INNOVATIVE CLUB

## LEADING YOUR CLUB TO TOMORROW

### APPOINTMENT OF A CLUB INNOVATION CHAIR & COMMITTEE

The club's board of directors includes a club innovation chair separate from the district membership chair, who leads a committee that meets regularly to integrate innovative practices into their club. This committee will be made up of a diverse array of members. This committee contributes to the development of a club strategic plan, and a mission statement where one does not already exist.

### DIVERSE MEETING STRUCTURES

The club offers diverse meeting structures and formats to its members. This may include hybrid meetings, where some attend in person and some via Zoom; a schedule of half business meetings and half service meetings; meals are not built into dues nor mandatory; the meeting times may vary throughout the month (one mid-day meeting, one evening, etc.)

### MULTIPLE MEMBERSHIP DUES STRUCTURES

The club offers diverse dues structures, such as a reduction in dues for partners of Rotarians, Rotary alumni, dual Rotaract / Rotary members, corporate memberships, etc. to the end of making Rotary more accessible to everyone with a desire to participate in service.

### APPOINTMENT OF A CLUB DIVERSITY, EQUITY, AND INCLUSION CHAIR

The club's board of directors includes a club diversity, equity, and inclusion chair who is actively and deliberately working towards making the club's membership and activities more diverse, equitable, and inclusive. This includes making membership more appealing to under-represented groups, ensuring all voices are heard, and working to eliminate barriers to access. This committee works to develop a culture of community within and around the club.

### ACTIVE AND ACCURATE WEB PRESENCE

The club's social media and website are active (updated regularly, as appropriate for the platform) and accurate, with up-to-date information on the district, Rotary International, and the club. The club is encouraged to build a small team of tech-savvy individuals to facilitate the development of content consistent with Rotary International Voice and Visual Identity Guidelines.

### FOR MORE INFORMATION

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