

STRATEGIC ACTION PLAN

ROTARY DISTRICT 5890



2024-2029

BACKGROUND

Since the founding of the Rotary Club of Houston on 1 November 1912, the district has grown to over 50 clubs with an excess of 2,300 members. District 5890 has a deep tradition and is recognized as a leading district within Rotary International for its Service and Foundation giving.

GUIDING VALUES

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and to encourage and foster:

- **FIRST** : The development of acquaintances as an opportunity for service;
- **SECOND** : High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- **THIRD** : The application of the ideal of service in each Rotarian's personal, business, and community life;
- **FOURTH** : The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

VISION

Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

(Rotary International's Vision Statement)

District 5890's Vision is to be the premier district in Rotary International by our humanitarian impact as measured by our Membership Growth, Public Image impact and Foundation Giving.

MISSION

Rotary International District 5890 will provide support and resources to all district clubs to assist in the execution of the mission as established by Rotary International to provide services to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

Strategic Action Plan

Our Priorities

IMPACT

Increase our Impact by using evidence to define, measure, and analyze our projects to ensure that we're using resources effectively while making positive, meaningful, and lasting change. Make decisions based on evidence, and mobilize our networks to develop meaningful, lasting solutions. Improve our ability to achieve and measure our impact. Align our programs with what members and our participants want.

REACH

Expand our Reach by connecting with new audiences who share our passion for service and for making change and create innovative ways for them to experience Rotary. Inspire others to get involved as members, participants, and partners. Grow and diversify our membership and participants. Build better awareness of our Impact and our Brand.

ENGAGEMENT

Enhance participant Engagement by giving people reasons to join Rotary and stay involved with us by providing meaningful experiences and opportunities to make connections, build skills, and serve communities. Put members and participants first by providing people with experiences that feel personally fulfilling and professionally relevant. Include more mentorship opportunities, ways to build skills, leadership facilitation, and other chances to challenge members and participants to make the world a better place.

ADAPT

Increase our ability to Adapt by embracing innovation and new perspectives that allow us to respond nimbly to the evolving needs of our communities, clubs, and members. Staying resilient and inventive well into the future; promoting new ideas and creating a strong foundation for innovation, sustainability, and growth. Build a culture of research, innovation, and the willingness to take risks.

Measurements of Success

IMPACT

Our members and partners have more awareness and understanding of our Impact. We will use the data we collect to quantify the impact we have on communities. Our programs align with what members and partners want.

REACH

Member's engagement and participation increase. Our members and participants include more people who have traditionally been underrepresented in Rotary. Making sure that we reflect the communities we serve. Testing and evaluating new club types and other ways to be involved.

ENGAGEMENT

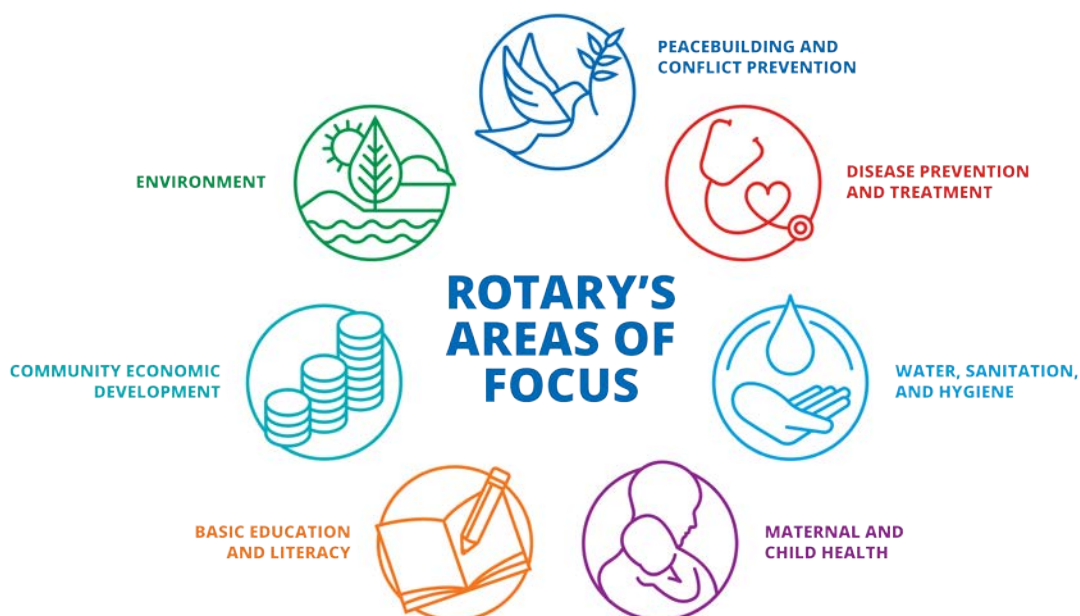
Member Engagement levels increase. Members are more satisfied with their club experience. Member retention rates increase. More participants stay involved with Rotary. Enhancing participant Engagement means that anyone who encounters Rotary has an experience that exceeds their expectations. Being involved in Rotary should be as exciting, fulfilling, and meaningful as possible.

ADAPT

We invest more in innovative projects that increase opportunities within communities and better awareness of Rotary. More people find new ways into leadership roles. Capitalize new technologies to facilitate connections and collaboration which provide more opportunities for leadership in both Rotary and professional roles.

Rotary's Areas of Focus

As People of Action, we believe we have a shared responsibility to get involved in solving some of the world's most persistent problems. Through our members we work together to focus our efforts on these causes:



Strategies & Goals

The Trilogy Concept

District 5890 will foster and embrace a collaborative approach for delivering support to clubs to leverage our growth as a district. The strategy will utilize the “Trilogy” concept wherein the synergy gained by understanding and promoting collaboration within the three major strategic operating areas of Rotary:

Membership – Public Image – Foundation

District Strategic Areas of Focus

- ✚ **Membership** – Enhance the delivery of tools and resources to the clubs for growth and retention of membership
- ✚ **Public Image** – Realign resources and increase budget and resources for uniform branding across the district
- ✚ **Foundation** – Evolve techniques to increase contributions and participation while educating clubs on the benefits of The Rotary Foundation
- ✚ **Leader Development** – Establish district and club strategies to prepare future leaders and promote and grow Rotaract
- ✚ **Youth Services** – Revitalize youth exchange and grow Interact and RYLA

Membership

The district will take ownership and accountability of membership recruiting and retention. The district will show more ownership of the member recruiting/retention process through leading by example, gathering and communicating best practices, developing, and communicating template membership plans, and training club membership chairs with a consistent set of documents and processes throughout the district.

The district’s basic strategies will evolve to meet the needs of the clubs and accomplish the noted tasks by doing the following:

Lead By Example

District leaders will actively recruit new members, for their home club and other clubs in the district. These leaders will include: the DG, DGE, DGN, DGND, the District Membership Chair, Assistant Governor, District Public Image Chair, District Foundation Chair.

Effectively Communicate with Clubs

Pursue alternative meeting venues and types to attract more attendees.

Promote district activities that support membership growth

Improve communication to membership via newsletters, videos, and other media platforms

Periodic club recognition during the year

Inclusion and Integration of Rotaract Clubs

District Governor contact all new members

Support Clubs

Grow the District Membership Committee to provide more sources of assistance to clubs

Utilize AGs as liaisons for membership assistance to clubs

District to provide AG specific training

Best Practices

Facilitate Learning Tracks found in the Rotary Learning Center for a consistent message

Develop facilitation method to encourage and support club implementation and use of the Membership Olympics

Encourage clubs to have a Membership Chair and committee

Utilize RIs statistical tools and resources for tracking prospective members and membership progress

Accountability

Track RI referrals, follow-up, and conversion success




Utilize RI metrics to track health of membership recruitment efforts

Review district volunteers during the year for effectiveness

Track which clubs participate in district assemblies and other district wide events

Start New Clubs

The district will take a proactive approach in seeking new clubs to be established by utilizing New Club Development Committee rather than a single person holding this position alone

-  The committee will make market surveys to determine probable locations for new clubs
-  The committee will work with each District Governor to develop the new clubs once locations are identified
-  The committee will be tasked with a target of establishing three new clubs annually

Strategic Alignment

The District Membership Chair will proactively ensure the district is actively communicating with Rotary International membership resources including Zone and RI level. The District will utilize this as a collaborative effort to share and receive best practices that are available.

Intra-District Collaboration

The District Membership Chair will communicate and collaborate with the District Public Image Chair and the District Foundation Chair to cross promote activities and support each other's efforts.

Public Image

The district will make Public Image (PI) a critical part of the district operations by increasing the focus and resources made available to the committee. The district will actively explore and utilize new means of communication within and outside the district. A concentrated effort will be made to create a greater public awareness of who Rotary is and the good that Rotary does in the local communities.

Committee

The district will create and maintain a strong committee within PI that will create a budget and manage all the publicity for the district. The committee will develop new strategies, operate, and actively evolve the following:

- ✚ District Website
- ✚ District Social Media Platforms
 - Facebook
 - Instagram
 - YouTube
 - Other media that is identified and viable for district advertising
- ✚ Promotion of district events
- ✚ Maintain, Inventory and Release for club use Branded Marketing items (i.e. tents, banners, table clothes, etc.)
- ✚ Inclusion of Rotaract clubs into district promotions

Club Training

The district will develop and strategically promote the use of "The Learning Center" Public Image track to familiarize clubs and their leadership with the proper use of the Rotary brand. The PI Committee will facilitate learning center ideals at district assembly and other district training events. The committee will create a consolidated presentation that may be used during club meetings as a speaker presentation that may easily be presented by a committee member or club's PI chair. Encourage clubs to have a PI Chair and Committee.

Accountability

- Use of accurate Rotary branding
- Tracking and measuring club's Public Image Campaign success
- Public Image requirements for Rotary/ Rotaract/ Interact Rotary Citation Award
- Track clubs posting projects on Rotary Showcase

Strategic Alignment

The District PI Chair will proactively ensure that the district is actively communicating with Rotary International PI resources including Zone and RI level. The district will utilize this as a collaborative effort to share and receive best practices that are available.

Intra-District Collaboration

The District PI Chair will communicate and collaborate with the District Membership Chair and the District Foundation Chair to cross promote activities and support each area's efforts.

Foundation

The district will continue to support The Rotary Foundation by increasing contributions and complete utilization of District Designated Funds and Global Grant Funds.

Lead By Example

District leaders will support and contribute to The Rotary Foundation and Polio Plus each year. These leaders will include: the DG, DGE, DGN, DGND, the District Membership Chair, AGs, District PI Chair, District Foundation Chair.

Training

The district will, through the Rotary District Foundation Chair (DRFC) and District Foundation Committee, increase the awareness of The Rotary Foundation (TRF) programs by:

- ✚ Educating club and District leaders about TRF changes
- ✚ Ensure all clubs have a Foundation Chair
- ✚ Encourage club committee chairs to promote programs
- ✚ Utilize the District website and email capabilities
- ✚ DRFC will conduct quarterly meetings with Club Foundation Chairs
- ✚ DRFC will schedule annual foundation seminar(s)
- ✚ DRFC will ensure all clubs enter TRF giving goals in Rotary Club Central
- ✚ District Foundation Committee will promote the use of "The Learning Center" tracks for all club Foundation Chairs and club Presidents
- ✚ DRFC will facilitate learning center ideals at district assembly and other district training events.

Donor Recognition

The DRFC will organize a foundation reception and other donor event(s) annually. The DRFC will obtain and recognize at least three new or step-up Major Donors and three new or step-up Bequest Society members annually.

Fundraising

The DRFC will collaborate with the District Governor Elect to set annual fundraising goals for TRF Annual Fund and Polio Plus. The DRFC will employ the following strategies to increase fundraising:

- ✚ Achieve 100% club participation in giving to TRF
- ✚ Gain at least one new EREY club each year
- ✚ Gain at least one new 100% PHF club each year
- ✚ Achieve increase of PHS membership by 10% annually
- ✚ Conduct a Million Dollar dinner every 3 – 5 years

The goals will establish baseline percentage of clubs giving, including number of Every Rotarian Every Year (EREY) clubs, 100% Paul Harris Foundation (PHF) clubs, and number of Paul Harris Society (PHS) members/clubs.

Strategic Alignment

The District Foundation Chair will proactively ensure the district is actively communicating with Rotary International Foundation resources including Zone and RI level. The District will utilize this as a collaborative effort to share and receive best practices that are available.

Intra-District Collaboration

The District Foundation Chair will communicate and collaborate with the District Public Image Chair and the District Membership Chair to cross promote activities and support each area's efforts.

Leadership Development

To create a stronger district, the district will provide guidance to develop leaders at both the district level and club level. The strategy is to create strong leaders who have a clear understanding of the responsibilities, time requirements, and succession plan; to provide more opportunities for Rotarians to serve and grow our district. The district will also promote the Rotary-Toastmasters Alliance to aid the development of more well-spoken, confident leaders throughout our district and our communities. Measurement of success will include at least three qualified prospects each year applying for the position of District Governor and a representative from District 5890 on the P.E.L.S. (fka P.E.T.S.) Board.

District Level Succession Planning

The district will develop and implement a succession plan for all district leadership positions. The basic structure will be for each leader/chair to serve a three-year term. Each year will have the following responsibilities:

- Year 1: Serve as the Vice-Chair to learn the complete activities required of the Chair and gain understanding of the committee's role/function.
- Year 2: Serve as the Chair with complete operating responsibilities and help to identify the Vice-Chair for the following year.
- Year 3: Serve as the Chair with complete operating responsibilities and be responsible for training the Vice-Chair.

Training

The district will continue to evaluate and improve all district learning events. This will include consideration of:

- ✚ Venue location for learning events
- ✚ Combination events (i.e. Trilogy Event) "Vibrant Club Workshop"
- ✚ Promote the use of the Rotary Learning Center for self-paced, on-line learning
- ✚ Facilitate learning center ideals at district assembly and other district training events.
- ✚ Promote and encourage attendance at P.E.L.S. for PEs, PNs and AGs
- ✚ Provide opportunities for both in-person and virtual/on-line learning opportunities
- ✚ Participate in/Provide promotion of Rotary Leadership Institute (R.L.I.)

Identifying Future Leaders

The district will develop a database for potential leaders utilizing PDGs and club leaders' recommendations. The district will develop a database of leadership opportunities with description of responsibilities for Rotarians and Rotaractors to reference.

Club Level Guidance

The district will develop and offer standard guidelines for suggested use by clubs for their leadership development. These guidelines will include suggestions on succession planning. These guidelines will include a district wide common nomenclature for club officer positions. For example, to be sure every club has a President Nominee as well as a President Elect.

The District Secretary will continue to ensure that every club holds elections in December and posts those elected in clubrunner and Rotary Club Central.

The District will implement better communication to the club members to allow for them to seek and find District, Zone, and Rotary International positions.

Youth Services

The District will build upon the established strong and vibrant Youth Services programs that include:

International Youth Exchange

RYLA

Interact

Early Act First Knight

Compliance

The district recognizes the priority of student safety and will continue to monitor and modify training to ensure all students and adults involved in the program have a clear and complete understanding of the rules and regulations that are to be maintained.

Training

The district will support the Youth Services Committee to ensure training is developed, updated, and provided to all who are required to be trained. This will include the District Governor Nominee attending NAYEN. The district will facilitate learning center ideals at district assembly and other district training events. The district will promote and encourage the use of "The Learning Center" for all individuals involved with Youth Services.

Promotion of Activities

The district will assist the Youth Services Committee with promotion of events and recruitment of students for participation in activities through the District Public Image Committee.

The promotion of activities to clubs will be done to increase the awareness of these activities to the Rotarians in the district. The goal will be to attract new student participants and to attract new Rotarians to this avenue of service.

Concluding Summary

District 5890 plans to grow the district's membership, fellowship, and humanitarianism by implementing the strategies contained herein. These strategies provide a framework to develop the individual annual plans and goals that will be achieved by utilizing these strategies.

Adopted this ____ day of _____, 202_ by the District Governor Chain and Past District Governors.