

Strategic Plan



2019 – 2024

Background

From the founding of the Rotary Club of Houston on November 1, 1912, the district has grown to over 60 clubs with an excess of 2,500 members. District 5890 has a deep tradition and is recognized as a leading district within Rotary International for its Service and Foundation giving.

This strategic plan is intended to be a tool to provide continuity as the district changes leaders and seeks to fulfill our mission during this five-year period.

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

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 to grow membership
- ✚ Public Image – Realign resources and increase budget and resources
- ✚ Foundation – Evolve techniques to increase contributions and participation
- ✚ Leader Development – Establish district and club strategies to prepare future leaders
- ✚ Youth Services – Revitalize Youth exchange and grow Interact and Rotaract

Membership

Due to a consistent decrease in membership, a paradigm shift is needed at the district level on 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 process throughout the district.

The district will provide aid and support to the clubs to accomplish the following tasks:

- a. Strengthen Clubs
- b. Retain Members
- c. Recruit New Members
- d. Start New Clubs

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's (AG's), District PI 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
Periodic club recognition during the year
District Governor contacts all new members

Support Clubs

Grow the District Membership Committee to provide more sources of assistance
Utilize AG's as liaisons for membership assistance to clubs.
District to provide training for AG's

Best Practices

Develop standard training presentation(s) with consistent message
Encourage clubs to have a Membership Chair & Committee
Utilize RI 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 training & meetings

Start New Clubs

The district will take a proactive approach in seeking new clubs to be established by utilizing the following strategies:

- Create a committee for New Club Development 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 establishing a minimum of three new clubs per year

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.

The district will actively participate in the execution of the RI Houston Membership Pilot Program scheduled to commence in Q4 2018 and continue through the RI 2022 Convention in Houston.

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 area'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.

Committee

The district will create and maintain a strong committee within PI that will create a budget and manage all the publicity from 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 District advertising
- Promotion of district events
- Inclusion of Rotaract clubs
- Integration of Rotaract member data into district website

Club Training

The district will develop and maintain training programs to provide a consistent message of how to create marketing pieces that comply with RI guidelines and requirements. Encourage clubs to have a PI Chair & Committee

Accountability

- Use of accurate Rotary branding
- Tracking and measuring club's Public Image Campaign success
- Public Image requirements for Rotary/Rotaract/Interact Presidential Citation Award
- Creation of People of Action marketing to tell club's Rotary Story
- 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.

The district will actively participate in the execution of the RI Houston Membership Pilot Program scheduled to commence in Q4 2018 and continue through the RI 2022 Convention in Houston.

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 each year. These leaders will include: The DG, DGE, DGN, DGND, the District Membership Chair, AG's, District PI Chair, District Foundation Chair.

Training

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

- Educating club and District leaders about TRF changes
- Ensure 100% of clubs have a Foundation Chair
- Encouraging club committee chairs to promote programs
- Utilize the District website and email capabilities
- DRFC Chair will conduct quarterly online meetings with Club Foundation Chairs
- DRFC will schedule annual foundation seminar(s)
- DRFC will ensure 100% of clubs enter TRF giving goals in Rotary Club Central

Donor Recognition

The DRFC will schedule a foundation dinner and other donor events.
Obtain and recognize at least 3 new Major Donors & 3 new Bequest Society members per year

Fund Raising

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

- Achieve 100% of clubs participate in giving to TRF Gain at least 1 new EREY club each year
- Gain at least 1 new 100% PHF club each year
- Achieve 100% of clubs participate in some form of TRF programs
- Achieve increase of PHS membership by 10% each year;
- 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/club.

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

In order to create a stronger district, the district will provide guidance to develop leaders at both the district level and the club level. The strategy is to create strong leaders who have a clear understanding of the responsibilities, time requirements, and succession plan. The strategy is to provide more opportunities for Rotarians to serve and grow our district.

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.
- Year 2: Serve as the Chair with complete operating responsibilities and helping 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 training events. This will include consideration for:

- Location
- Combination events, i.e.: "Vibrant Club Workshop" (Trilogy Training Event)
- Consistent training content and presentation
- Promotion of events
- Attendance at PETS for both the PE and PN
- Live and On-line training options

Identifying Future Leaders

The district will develop a data base for potential leaders utilizing PDG's and club leaders' recommendations.

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 in advance. 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 on their and Rotary International's web site.

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 including:

- International Youth Exchange
- RYLA
- Interact
- Rotaract
- EarlyAct FirstKnight

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 and that they are maintained.

Training

The district will support the Youth Services Committee to ensure training is developed, up-dated, and provided to all who are required to be trained. This will include the District Governor Nominee attending NAYEN and the District Governor attending SCRYE.

Promotion of Activities

The district will assist the New Generations Committee with promotion of events and recruitment of students for participation in activities through the District PI Committee.

The promotion of activities to clubs will be done to increase the awareness of these activities to the Rotarian's 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 contain herein. These strategies provide a framework to develop the individual annual plans and goals that will be achieved by utilizing these strategies.

***Adopted This 28th Day of March 2019 By
the District Governor Chain and
Past District Governors***