



Rotary International District 6000 Strategic Plan 2011-14

Mission

The mission of Rotary District 6000 is to provide its clubs with the organization, motivation, support and tools necessary to excel in club, vocational, community, international and new generations service.

Vision

Rotary District 6000 will develop and empower its clubs to perform service for the benefit of humanity in communities worldwide with energy, cohesiveness, diversity and vision.

Core Values

Service-Fellowship-Diversity-Integrity-Leadership

Strategic Priorities

**THE DISTRICT WILL SUPPORT AND STRENGTHEN ITS MEMBER CLUBS
WITH EMPHASIS ON SERVICE IN THESE AREAS:**

OUTREACH	MEMBERSHIP / CLUB EXTENSION	THE ROTARY FOUNDATION	PUBLIC RELATIONS
<p>We will provide effective training, tools and information to educate and help the clubs and leaders, implement Rotary International's Avenues of Service.</p> <p>Goals, Responsibility, Target Date</p>	<p>We will increase membership, promote member diversity and develop new clubs.</p> <p>Goals, Responsibility, Target Date</p>	<p>We will increase participation in Foundation programs and contributions to The Rotary Foundation (TRF).</p> <p>Goals, Responsibility, Target Date</p>	<p>We will accelerate the Public Relations effort by being active, focused, and diligent in communicating what Rotary stands for and accomplishes.</p> <p>Goals, Responsibility, Target Date</p>
<ul style="list-style-type: none"> ● Future Vision Accreditation of all clubs <hr/> <ul style="list-style-type: none"> ● Clubs work together on new member programs <hr/> <ul style="list-style-type: none"> ● Dynamic presenters and presentations in various formats: Social media (YouTube, Facebook) as a training tool, & to communicate successes & best practices <hr/> <ul style="list-style-type: none"> ● Needs Based Training on specific subjects - Links to tutorials & YouTube videos from District website <hr/> <ul style="list-style-type: none"> ● Begin building a video library for instant access to training 	<ul style="list-style-type: none"> ● Contact Jaycees, Rotaract and Interact Clubs for young professional clubs <hr/> <ul style="list-style-type: none"> ● Alternative meetings: <ol style="list-style-type: none"> 1) Service Projects 2) Fellowship 3) Webinar/Skype available as make ups <hr/> <ul style="list-style-type: none"> ● Training on YouTube , to address different ways of learning - Train AGs & Membership committee team together on membership recruitment and retention 	<ul style="list-style-type: none"> ● Eradicate Polio <hr/> <ul style="list-style-type: none"> ● Sustainable projects in meeting Health, Hunger and Humanity needs <hr/> <ul style="list-style-type: none"> ● Six Areas of Focus: Literacy, Child & Maternal Health, Clean Water & Sanitation, Peace & Conflict resolution, Disease prevention, Economic and Community Development <hr/> <ul style="list-style-type: none"> ● Communicate directly the importance of \$100/member continuous and systemic contribution <hr/> <ul style="list-style-type: none"> ● All Clubs participate over 3 years in DSGs and 50% in International Grants 	<ul style="list-style-type: none"> ● Use current technology and Media services to reach target audience: IPTV, Website etc. <hr/> <ul style="list-style-type: none"> ● Education and Training of all Rotarians. P.R. Committee Develops "Elevator Speeches" by 2-1-2012 <hr/> <ul style="list-style-type: none"> ● Marketing Plan written & annually reviewed by P.R. committee & introduced to clubs at PETS, Fall Seminars & District Conference b) R.I. Grant Application & Completion by 2-2012 <hr/> <ul style="list-style-type: none"> ● P.R. committee prepares monthly press release to distribute to clubs or specific sections on the R.I. website