MISSION: Our mission is to raise the impact of Rotary's work by inspiring and supporting Rotarians in District 6290 with resources, guidance and leadership.

VISION: Our vision is to be the preferred resource for Rotarians in District 6290 for Education, Leadership Development and Communication.

2012 STRATEGIC PLANNING LEADERSHIP PREMISE:

1. Guided by the work done on the district Strategic Plan in 2011:
   a. The Mission says the District is to "raise the impact of (the clubs) work" (on delivering meaningful Rotary projects).
   b. The vision says the District wants to "be the Preferred Resource for Rotarians in District 6290".
2. We can only "raise the impact" and "deliver preferred resources" if:
   - The clubs believe the district has good resources to help do these things, and
   - The District knows more about, and has quality tools available, to help the clubs do what they want to do.
3. Because we cannot do everything at once, nor do we have the resources (money or time) to raise all our deliverable resources to the "preferred" level, we will select the critical 3 – 5 resources that we consider to be most important to be raised, and focus on them.

FOUR CRITICAL AREAS OF FOCUS and STRATEGIC GOALS

1. Membership Development
   a. Work on the twin approach of recruiting and retention
   b. Develop and implement strategies to achieve 95% retention and 8% new member growth
   c. Deliver these strategies at a club level
   d. Add one new club – potentially an e-club

2. Leadership Development
   a. Develop a mechanism for local leadership training
   b. Budget a 1:1 scholarship program to encourage attendance in Rotary Leadership Institute.
   c. Conduct 3 sessions of District Training Assembly
   d. Provide PETS training to 100% of club PEs

3. Public Relations
   a. Establish advisory committee
   b. Establish PR Chair/contact in every club
   c. Create information pipeline
   d. Create and deliver meaningful resources
   e. Administer Public Image Grant

4. Foundation Giving
   a. Educate Rotarians regarding the new grant model,
   b. Reinforce EREY
   c. Continue to offer Grant Management Seminars every year
## The Rotary Foundation

Jane Millar

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Who is Responsible</th>
<th>Resources Needed</th>
<th>Measurements</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Educate Rotarians regarding the new grant model</td>
<td>• District Rotary Foundation Committee</td>
<td>• Meetings – PETS, Pre-PETS, District Assembly, Grant Management Seminars, RLI</td>
<td>• Increase giving to the Rotary Foundation to average of $50 per person in 2013-2014, $75 in 2014-2015, and $100 in 2015-2016</td>
</tr>
<tr>
<td>• Reinforce EREY</td>
<td>• Assistant Governors (all should attend a Grant Management Seminar)</td>
<td>• Communications – Personal phone calls, e-mails, website and a clearing house for district projects, newsletter, personal presentations to clubs about district projects</td>
<td>• Increase new Rotarians attending Grant Management Seminars by 2 people each year</td>
</tr>
<tr>
<td>• Continue to offer Grant Management Seminars every year</td>
<td>• Club Level-Presidents, Grant Committee Chairpersons, &amp; Foundation Chairpersons</td>
<td>• Matching points</td>
<td>• Increase Paul Harris commitments to 50</td>
</tr>
</tbody>
</table>

- Have the Foundation Gala in conjunction with the District Conference – Coordinate with the District Governor, Foundation Chair of Gala, and District Conference Committee.
  - Use district points to present 5 Paul Harris Fellows
  - Honor all new Paul Harris Fellows, Paul Harris Society, and Major Donors
  - Recognize clubs with highest per capita giving
    - **Advantages**
      - Increase attendance
      - Cost savings to participants & district
      - Recognition
      - Affordability of better speakers
      - Attract an additional demographic
      - More inclusive
  - New letter to Paul Harris Society Individuals
  - Template for recognition of donors to use in local papers – to be coordinated with Public Image Committee
<table>
<thead>
<tr>
<th>Timeline for Completion</th>
<th>Resources required</th>
<th>Measurements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase one by July 1, 2014</td>
<td>AGs (identify, select model, develop project)</td>
<td>At least 3 additional individuals by July 1, 2014</td>
</tr>
<tr>
<td>Continue expansion in 2014/2015</td>
<td>AG coordinator/District PI Coordinator</td>
<td>District database will have evolved</td>
</tr>
<tr>
<td>July 1, 2014—then ongoing</td>
<td>District PI Coordinator, AGs (to reinforce/promote)</td>
<td>Clubs will be able to support the initiative</td>
</tr>
<tr>
<td>Announce at District Training</td>
<td>Implement (operations budget)</td>
<td>Clubs will be sharing their story via Facebook and District Newsletter</td>
</tr>
<tr>
<td>Assembly 2014</td>
<td>Online, easy-to-use repository</td>
<td>Clubs will be engaged and providing input for additional tools</td>
</tr>
<tr>
<td>Phase 1 launch at District Training</td>
<td>Need input from clubs: needs</td>
<td>Increased club participation</td>
</tr>
<tr>
<td>Assembly 2014</td>
<td></td>
<td>Goal of 25% clubs in 2014/2015</td>
</tr>
<tr>
<td>September 30, 2014</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Objective</th>
<th>Public Image</th>
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<tbody>
<tr>
<td>Establish advisory committee</td>
<td>Nancy Thornton</td>
</tr>
<tr>
<td>Create information pipeline</td>
<td></td>
</tr>
<tr>
<td>Contact in every club</td>
<td></td>
</tr>
<tr>
<td>(Club/District/Club/District)</td>
<td></td>
</tr>
<tr>
<td>Create meaningful resources (templates, online resource library, packaged tools)</td>
<td></td>
</tr>
<tr>
<td>District Public Image Grant</td>
<td></td>
</tr>
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</table>

**Addition Input:**
- Need to identify/define role of AG w/clubs
- Improve/increase awareness/importance of public relations
- Don't overload
- Importance of PR on membership development/retention
- Create an idea farm that collects/documents/shares what clubs are doing
- Importance/opportunity of collaboration with neighboring clubs
- Need to identify what resources are needed
- How to tell the story . . .
Leadership Development
Ross Conran

<table>
<thead>
<tr>
<th>Objective</th>
<th>Methods to Obtain Objectives</th>
<th>Resources Needed to obtain Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a mechanism for local leadership training</td>
<td>• Provide easy access to resources&lt;br&gt;• Expand awareness through attendance at neighboring clubs&lt;br&gt;• Provide easy links to Rotary videos&lt;br&gt;• Create interest pages on Facebook on the six areas of focus&lt;br&gt;• Lengthen the preparation time for PETS&lt;br&gt;• Create a post PETS in-service training vehicle</td>
<td>• Communication must be effective&lt;br&gt;• Technical, time and financial resources to create resources&lt;br&gt;• A rational method to evaluate &quot;effectiveness&quot; at the Club&lt;br&gt;• DG and 4G support&lt;br&gt;• A clear definition of the proposed &quot;mechanism:&quot;</td>
</tr>
</tbody>
</table>

<p>| Develop a method to encourage attendance/enrollment in Rotary Leadership Institute (RLI) | • Create general awareness of RLI&lt;br&gt;• Provoke interest among Club members&lt;br&gt;• Provide District financial stipends for attendees&lt;br&gt;• Encourage Clubs to budget for attendees&lt;br&gt;• Provide RLI level one to President Nominees at PETS | |</p>
<table>
<thead>
<tr>
<th>Objective</th>
<th>Resources required</th>
<th>Person(s) Responsible</th>
<th>Timeline for Completion</th>
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</thead>
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<tr>
<td>Develop and implement strategies to achieve 95% retention rate</td>
<td>RI retention material, including district and club level Membership Committee Manuals, District Membership Committee and support by 4Gs and AGs</td>
<td>Russ Miller assisted by Roger Boyer II</td>
<td>Develop a strategic outline by Dec. 15 2013 and finalize strategy by Jan. 15, 2014</td>
</tr>
<tr>
<td>Develop and implement strategies to achieve 8% new member growth.</td>
<td>RI recruitment material, including District and Club Membership Committee Manuals, District Membership Committee and support by 4Gs and AGs</td>
<td>Russ Miller assisted by Roger Boyer II</td>
<td>Develop strategic outline by Dec. 15, 2013 and finalize strategy by Jan. 15, 2014</td>
</tr>
<tr>
<td>Deliver these strategies at a club level to assist with retention and new member growth.</td>
<td>Support by the 4Gs and budget for the AGs and select Membership Committee members to deliver at club level</td>
<td>4Gs, AGs, Membership Committee Chairperson and Membership Committee members as requested by DG and AGs</td>
<td>Kick-off to be conducted by Russ Miller and Roger Boyer II at the Assembly Training events in Traverse City (Feb. 15, 2014) Cedar Springs (Feb 21, 2014) and Sault Ste. Marie (March 1, 2014)</td>
</tr>
<tr>
<td>Add one new club – potentially an e-club</td>
<td>Support by RI, 4Gs, AGs, and select Membership Committee Members</td>
<td>Roger Boyer II assisted by Russ Miller</td>
<td>Develop Strategic outline by Dec. 15, 2013 and finalize strategy by Jan. 15, 2014. Kick-off conducted by Roger Boyer II at the Assembly Training events at Traverse City (Feb. 15, 2014) Cedar Springs (Feb 21, 2014) and Sault Ste. Marie (March 1, 2014)</td>
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The purpose of the District 6290 Membership Committee Development Strategy is to provide a framework for making sound decisions regarding the allocation of district and club resources, to set the framework to achieve the goals of the program, and improve the coordination among the district’s recruiting and retention development activities. The Membership Committee’s development vision brings together the common themes articulated by RI, District 6290, and the district’s individual clubs in views expressed by club leaders in workshop and surveys.