

D6290 3-Year Action Plan 2025-2028					
Revised 11-5-25					
Goal	Strategy/Actions	2025-26	2026-27	2027-28	Who Responsible?
I. Increase Our Impact					
Goal 1. Increase club-sponsored service projects	Encourage clubs to sponsor service projects	X	X	X	DG, Membership chair, AG Coordinator, AGs
1.A. Clubs organize at least 2 service projects			X	X	DG, AG Coordinator, AGs
1.B. Clubs organize at least 1 service project open to community volunteers			X	X	DG, AG Coordinator, AGs
Goal 2. Increase club engagement in peacebuilding					
	Create a Peacebuilding Committee	X			DG
	Share Peacebuilding stories	X			DG, Public Image Chair
	Share Peacebuilding strategies		X		DG, Public Image Chair
	Profile examples of clubs' peace building efforts			X	DG, Public Image Chair
Goal 3. Increase # of clubs involved with at least one Rotary youth program. Baseline: July 2024, 40 clubs participated in a Rotary youth program.					
	Encourage clubs to participate in at least one Rotary youth program.	X	X	X	Youth Services Chair
	Feature Rotary youth programs in District communications, newsletters, District website.	X	X	X	Public Image Chair, CAO
Goal 4. Sponsor Districtwide EPIC Day of Service	Organize District EPIC Day of Service	X	X	X	DG, DGE, CAO
4.A. 40% of clubs participate		X			DG, DGE, Public Image Chair, CAO
4.B. 50% of clubs participate			X		DG, DGE, Public Image Chair, CAO
4.C. 60% of clubs participate				X	DG, DGE, Public Image Chair, CAO
Goal 5. Increase club fundraising					
5.A. Clubs record annual fundraising as baseline		X			DGE, AGs, CAO
5.B. Clubs set annual fundraising goal			X	X	DGE, AGs, CAO
	Share successful club fundraisers	X			Public Image Chair
	Create District clearinghouse of successful fundraisers		X		Public Image Chair, CAO
	Profile successful new club fundraisers			X	Public Image Chair

Goal	Strategy/Actions	2025-26	2026-27	2027-28	Who Responsible?
Goal 6. Increase giving to RI Annual Fund Baseline: Per capita giving \$105 in 2024-25					
6.A. District per capita giving of \$110		X			DG, Foundation Chair
6.B. District per capita giving of \$115			X		DG, Foundation Chair
6.C. District per capita giving of \$120				X	DG, Foundation Chair
	Recruit District Annual Fund Co-Chairs	X			DG, Foundation Chair
	Sponsor a District Foundation raffle	X	X	X	Foundation Chair
	Clubs identify a Rotary Foundation Chair	X	X	X	DG, Foundation Chair, AGs
	District provides training to club Foundation Chairs	X	X	X	Foundation Chair
	Provide Annual Fund presentation to clubs		X	X	Foundation Chair, Annual Fund Co-Chairs
Goal 7. Increase giving to Polio Plus Baseline: Per capita giving \$20.67 in 2024-25					
7.A. District per capita giving to of \$25		X			Foundation Chair, Polio Plus Chair
7.B. District per capita giving of \$30			X		Foundation Chair, Polio Plus Chair
7.C. District per capita giving of \$35				X	Foundation Chair, Polio Plus Chair
	Sponsor Districtwide Polio Plus event (Jump for Polio, Pints for Polio, Pizza for Polio, Returnable Cans for Polio, Purple Pinkie at District events)	X	X	X	Foundation Chair, Polio Plus Chair
	Educate members re: Polio Plus Society & direct donations	X	X	X	Foundation Chair, Polio Plus Chair
II. Expand Our Reach					
Goal 1. Increase membership Baseline: 2191 members 7/1/25					
1.A. Maintain membership at 2200		X			DG, Membership chair
1.B. Increase membership to 2300			X		DG, Membership chair
1.C. Increase membership to 2400				X	DG, Membership chair
	Promote clubs' use of the Membership Toolkit	X	X	X	Membership chair, AG Coordinator
	Provide clubs with declining membership personalized coaching & road map to become an Irresistible club	X	X	X	Membership chair
	50% of clubs have an active Membership chair and/or committee	X			Membership chair
	75% of clubs have an active Membership chair and/or committee		X		Membership chair
	100% of clubs have an active Membership chair and/or committee			X	Membership chair

Goal	Strategy/Actions	2025-26	2026-27	2027-28	Who Responsible?
Goal 2. Create new clubs	Educate and encourage clubs to create new satellite, companion or Rotaract clubs				
2.A. Create 5 new clubs		X			DG, Membership chair
2.B. Create 3 new clubs			X		DG, Membership chair
2.C. Create 2 new clubs				X	DG, Membership chair
Goal 3. Diversify club membership to reflect community demographics. Baseline: District membership 38% female and 26% under age 50 in 2024-25.					
3.A. Increase membership of women to 50%.			X	X	Membership chair
3.B. Increase membership of those under age 50.			X	X	Membership chair
3.C. Increase membership of underrepresented populations (ethnicity, faith tradition, vocational, economic) to reflect the community.			X	X	Membership chair
	Clubs update ClubRunner with members' birthdate and gender	X			CAO, AG Coordinator, AGs
	Review club practices and dues to consider if they are welcoming to all.	X			Membership chair, AG Coordinator, AGs
	District survey of clubs re: their dues structure and membership options.	X			DG, CAO
	Clubs set goals to diversify membership to better reflect their community's demographics.		X		DG, Membership chair, AG Coordinator, AGs
	Clubs assess how well they have met their goals to diversify membership.			X	DG, Membership chair, AG Coordinator, AGs
Goal 4. Enhance Public Image					
4.A. Create a District Public Image Committee	Create a Public Image Committee with members from across the district.	X			DG
4.B. Encourage clubs to identify a PI champion or committee	Encourage and support clubs to identify a public image champion or committee.	X	X	X	Public Image Chair
4.C. District PI Committee develops a multi-faceted plan to support clubs	Public Image Committee develop a 3-year plan to support clubs and implement the following strategies:	X			Public Image Chair
	Provide public image presentations at Learning Assemblies, PELS, and to clubs upon request.	X	X	X	Public Image Chair
	Provide quarterly online public image support meetings for clubs.		X	X	Public Image Chair
	Review club websites to ensure that they are up-to-date and have meaningful information for the		X	X	Public Image Chair
	Assist clubs in enhancing public image through social media.		X	X	Public Image Chair

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	Encourage clubs to enhance public awareness of Rotary through signage, banners, tents, window clings, etc.		X	X	Public Image Chair
	Encourage clubs to enhance the club's social media presence.		X	X	Public Image Chair
	Encourage clubs to post or publish celebration stories about club activities and accomplishments.		X	X	Public Image Chair
	Encourage clubs to use RI videos to engage members and promote Rotary.		X	X	Public Image Chair
4.D. District's website is up-to-date and highlights local, district and global projects.	Post stories re: local, district and global grant projects on the district's website.		X	X	Public Image Chair
III. Enhance Participant Engagement					
Goal 1. Develop strong club leaders					
1.A. Increase the participation rate of PEs attending PELS. Baseline: 65% of PEs attended PELS in 2024-25.	Encourage all club PEs and PNs to attend PELS.	X	X	X	DGE, CAO, AG Coordinator, AGs
	Inform AGs of club presidents who did not attend PELS so they can provide appropriate support.	X	X	X	DGE, CAO, AG Coordinator
	Encourage club presidents to attend District Governor Fireside Chats.	X	X	X	DG, AG Coordinator, AGs
1.B. Increase # club presidents attending quarterly meetings with AG. Baseline: __ # club presidents attended quarterly meetings with AG in 2025-26.	Encourage club presidents to attend quarterly meetings with AG.	X	X	X	AG Coordinator, AGs
1.C. Increase participation of members attending District Learning Assemblies and programs. Baseline: 60 members attended the District Learning & Empowerment Summit in 2024-25.	Encourage club members to attend District Learning Assemblies and programs.	X	X	X	DG, DGE, CAO
Goal 2. Enhance Club Culture / Make Membership Irresistible					
2.A. Increase the # of clubs administering the Club Self-Assessment Survey annually. Baseline: 18 clubs administered the Club Self-Assessment in 2024-25.	Encourage clubs to administer the Club Self-Assessment Survey annually.	X	X	X	DGE, CAO, AG Coordinator
2.B. Increase the % of members involved in at least 1 service project, fundraiser, or service to the club annually. Goal: 80% engagement by 2027-28.	Encourage clubs to engage all members.	X	X	X	DG, Membership Chair, CAO
	Share strategies to attract new members.	X	X	X	DG, Membership Chair, CAO

Goal	Strategy/Actions	2025-26	2026-27	2027-28	Who Responsible?
	Share strategies to enhance retention.	X	X	X	DG, Membership Chair, CAO
Goal 3. Increase % of members participating in Rotary-sponsored service activities (to club & community).	Encourage clubs to increase members' participation in club-sponsored service activities.	X	X	X	DG, AGs, Membership chair
3.A. Establish baseline participation rate.		X			DG, Membership Chair, AG Coordinator
3.B. Increase district participation rate to 50%.			X		DG, Membership Chair, AG Coordinator
3.C. Increase district participation rate to 60%.				X	DG, Membership Chair, AG Coordinator
Goal 4. Foster Collaboration between Clubs					
	Hold regional family-friendly activities (e.g., sporting events, performances, etc.).		X	X	DG, AG Coordinator, AGs, CAO
	Share information about club fundraisers and service projects.	X	X	X	Public Image Chair, AGs, CAO
	Share ideas that clubs could use to collaborate	X			DG, AG Coordinator, AGs
	Encourage clubs to collaborate on a fundraiser, service project or social activity.		X		DG, AG Coordinator, AGs
	Presentations showcasing multi-club collaboration at District Conference or Learning Assembly			X	DG, DGE, AG Coordinator
IV. Increase Our Ability to Adapt					
Goal 1. Enhance leadership development & training					
1.A. Provide training in regional locations	Offer Learning Assemblies in two locations (and possibly Canada)	X	X	X	DGE
1.B. Provide online training	Provide monthly ClubRunner/ Nova support for club administrators	X	X	X	CAO
	Provide online training for club Foundation chairs 2x/year	X	X	X	Foundation chair
	Provide quarterly online training for clubs on different topics such as public image, foundation, membership, etc.		X	X	Lead Education Facilitator with foundation chair, public image chair, membership chair
1.C. Strengthen AG leadership	Pair AG regions	X	X	X	4Gs
	Educate AGs re: resources & tools available to do their role	X	X	X	AG Coordinator
	Educate AGs re: Vision Facilitation	X			AG Coordinator, Vision Facilitation chair

Goal	Strategy/Actions	2025-26	2026-27	2027-28	Who Responsible?
	AG's promote Vision Facilitation		X	X	AG Coordinator, Vision Facilitation chair
	Hold virtual meeting with club presidents in paired regions at least 1x/year	X	X	X	AGs , AG Coordinator
Goal 2. Create District leadership succession plan					
2.A. Create job descriptions	Develop 1-page & short (2-3 sentence) job descriptions for District positions	X			DG, CAO
2.B. Create committee structure	Create committees and vice chair structure for key District roles	X	X	X	DG
2.C. Share information re: District leadership opportunities	Create District online jobs board	X			CAO
	Update District online jobs board		X	X	CAO
	Offer <i>Are You Curious?</i> sessions virtually re: District leadership opportunities.	X	X	X	DG, DGE & Lead Education Facilitator
	Hold <i>Are You Curious?</i> sessions at Learning Assemblies and District Conference re: District leadership opportunities.		X	X	DG, DGE & Lead Education Facilitator
2.D. Develop future DG candidates	Identify and develop individuals with DG potential	X	X	X	IPDG, DG, DGE, DGN
Goal 3. Increase # of clubs that have held Vision Facilitation sessions. Baseline: 9 clubs completed Visioning sessions by June 2025.	Encourage clubs, especially those with declining membership, to hold a Visioning session.	X	X	X	Vision Facilitation chair, Membership chair, AG Coordinator