

**Rotary**  
District 6440



**District 3- Year Priorities**

# District Action Plan 3-Year Goals

## Enhance Participant Engagement

**Goal #1:** Service Participation

## Increase Our Impact

**Goal #2:** PolioPlus

**Goal #3:** Annual Fund

**Goal #4:** Endowment / Major Gifts

## Expand Our Reach

**Goal #5:** Club Membership

## Increase Our Ability to Adapt

**Goal #6:** Create or update your club's strategic plan

## ACTION PLAN PRIORITY 3:

# ENHANCE PARTICIPANT ENGAGEMENT

### OVER THE NEXT 3 YEARS WE WILL:

- Increase member engagement in at least one service project to 70%



# District Vision: Service Participation

➤ Over the next three years, member participation in at least 1 service project will grow to 70%

- Year 1: 50%
- Year 2: 60%
- Year 3: 70%



## ACTION PLAN PRIORITY 1:

# INCREASE OUR IMPACT

### OVER THE NEXT 3 YEARS WE WILL:

- Increase Polio Plus Annual Giving to \$193,000
- Grow annual giving to the Endowment Fund to \$93,000
- Increase member giving to the Annual Fund to \$517,500



# District Vision: Polio Plus

➤ Over the next 3 years, donations to Polio Plus will grow to \$193,000.



- Year 1: \$175,000
- Year 2: \$184,000
- Year 3: \$193,000



# District Vision: Endowment

- Over the next three years, donations to the Endowment Fund will increase to \$93,000



Year 1:\$84,000  
Year 2: \$88,500  
Year 3: \$93,000



# District Vision: Annual Fund Giving

➤ Over the next three years, annual giving per member will increase to \$517,500

- Year 1: \$431,250
- Year 2: \$472,800
- Year 3: \$517,500





## ACTION PLAN PRIORITY 2:

# EXPAND OUR REACH

### OVER THE NEXT 3 YEARS WE WILL:

- Grow district membership to 2,070 members



# District Vision: Membership Growth

➤ Over the next three years, total members will grow to 2,070

- Year 1: 1,875
- Year 2: 1,970
- Year 3: 2,070



## ACTION PLAN PRIORITY 4:

# INCREASE OUR ABILITY TO ADAPT

### OVER THE NEXT 3 YEARS WE WILL:

- Increase the number of clubs engaged with the Action Plan to 75%



# District Vision: Strategic Plan

- Over the next three years, club involvement with the Rotary Action Plan will grow to 75%



- Year 1: 25%
- Year 2: 50%
- Year 3: 75%



# District Timeline

- District 3-year Vision completed by October 5<sup>th</sup>
- District Committees Plan Due: December 1<sup>st</sup>
- District ZOOM calls to review plan: January 2025
- Club Action Plan roll-outs – February 2025
- Year 1 Progress Review – March 2026

