



Planning for the Future

District 7010

2019 - 2020





ROTARY INTERNATIONAL STRATEGIC PLAN

THE BASE FOR THE DISTRICT 7010 STRATEGIC PLAN

Rotary's strategic plan sets the framework for our future, ensuring that we continue to be known as a respected, dynamic organization that advances communities worldwide.

As we stand on the cusp of eliminating polio, it's time for us to create a new path toward bringing more people together, increasing our impact and creating even more lasting change around the world.

Rotary leadership has developed a new strategic plan that will help guide our organization from Rotary year 2019-2020 and the following four years.

Our 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."

Our Mission

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

Our Priorities

To achieve the vision of Rotary International and The Rotary Foundation, Rotary's Board of Directors and Trustees have set four key priorities and related objectives to serve as the foundation that will direct our work over the next five years. They are:

Increase our impact

Rotary strives to change the lives of others for the better. Our members invest volunteer and financial resources in a broad range of service activities, but we will do a better job of measuring the results and outcomes of our work. So that Rotary can continue to attract members, partners, and donors, we'll focus our programs and produce evidence of lasting impact.

Related objectives:

- Eradicate polio and leverage the legacy.
- Focus our programs and offerings.
- Improve our ability to achieve and measure impact.

Expand our reach

People are seeking ways to make a difference in the world and connect with others. How do we help them find what they're looking for in Rotary? By creating unique opportunities for more people and organizations to get involved. Clubs will always be important. But to extend our global reach, we'll expand our current structure with innovative models that welcome more participants into Rotary and give them meaningful ways to unite and take action.

Related objectives:

- Grow and diversify our membership and participation.
- Create new channels into Rotary.
- Increase Rotary's openness and appeal.
- Build awareness of our impact and brand.

Enhance participant engagement

Because we recognize the challenges our clubs face in today's changing world, Rotary will support our clubs' efforts to deliver an experience that engages and retains members. When we help clubs focus on the experience and value they give their members, we give Rotarians and other participants the opportunity to serve together, connect with one another, and have a more satisfying experience with Rotary.

Related objectives:

- Support clubs to better engage their members.
- Develop a participant-centered approach to deliver value.
- Offer new opportunities for personal and professional connection.
- Provide leadership development and skills training.

Increase our ability to adapt

To achieve our vision and keep pace with changing global trends, our structure and culture must evolve. We'll ensure that our operating and governance structures are efficient, flexible, and effective in delivering services to all of our participants.

Related objectives:

- Build a culture of research, innovation, and willingness to take risks.
- Streamline governance, structure and processes.
- Review governance to foster more diverse perspectives in decision-making.



2019-2020 ROTARY INTERNATIONAL ANNUAL GOALS

GOALS FOR PRIORITY 1 – UNITE PEOPLE

1. Strengthen the process for activating leadership in clubs and districts.
2. Increase club membership by attracting new and retaining existing members.
3. Start new clubs.
4. Increase the number of female members, members under 40, and Rotaractors joining Rotary.
5. Enhance the engagement and collaboration among Interact, Rotaract and Rotary club members and other Rotary participants.

GOALS FOR PRIORITY 2 – TAKE ACTION

6. Publicize the role of Rotary and Rotarians in polio eradication.
7. Increase local and international projects by fully utilizing District Designated Funds to fund district grants, global grants, PolioPlus, and the Rotary Peace Centres.
8. Increase contributions to the Annual Fund and PolioPlus while building the Endowment Fund to \$2.025 billion by 2025.
9. Build awareness of Rotary and promote the People of Action campaign.



District 7010 Strategic Plan

District 7010 has developed a strategic plan to build on and support the RI vision, priorities and objectives. This is a 'living', working document and will be updated a minimum of once per Rotary Year.

VISION

*District 7010 empowers its **Clubs** to be strong and vibrant members of the Rotary community.*

CORE VALUES

SERVICE

Fostering a culture of service to address the needs of others.

FELLOWSHIP

Building strong relationships between and within clubs and with the Rotary community.

DIVERSITY

Valuing differences in age, ethnicity, vocation and interests.

INTEGRITY

Living by the four-way test.

LEADERSHIP

Modeling behaviour and fostering leaders.

MISSION

To engage, educate and support District 7010 Rotarians and connect them to each other and the Rotary community.

STRATEGIC PRIORITIES

New Generations

To enable younger generations as they grow and encourage them to connect with Rotary.

Membership

To attract, engage, retain and recognize a diversity of members in flexible, vibrant clubs.

Service Projects

To assist clubs in developing and implementing effective projects and to encourage local, national and international service through identifying opportunities and facilitating partnerships.

Training

To strengthen our commitment to Rotary, nurture leaders, foster a stronger understanding of Rotary and build relationships.

Public Image

To enhance Rotary's public image, attract support by telling our Rotary story and build awareness of the strengths and power of Rotary to make the world a better place.

Foundation

To enhance Rotarians' understanding of, and commitment to, the Rotary Foundation and optimize its use to meet Rotary's 6 areas of focus.

Administration

To be the "go to" resource to support clubs in implementing their goals and programs through enhanced communication.

District 7010 Tasks to Implement the Goals

History of Goals

	2016-17 PDG Margaret Walton	2017-18 PDG Mike Kinsey	2018-19 PDG Susan Davidson
New Generations	<p>Develop a coordinated strategy to ensure active participation in all areas of New Generations.</p> <p>Involve Interact, Rotaract, Youth Exchange, children (or grandchildren) of Rotarians in District conference to build the family of Rotary</p> <p>Provide support to promote the youth exchange programs.</p> <p>Support existing Interact and Rotaract Clubs and provide support to establish new ones.</p>	<p>Evaluate the current programs that are offered and how we deliver on them.</p> <p>Strengthen the existing ones before starting new invitees.</p> <p>Have all Rotaract clubs on a mentoring program with sponsoring clubs. Match club positions.</p>	<ul style="list-style-type: none"> • Enhance position of the Rotaract representative on DAC and work to mentor and support clubs • Involve Rotaract at Rotary Weekend, conference and other rotary opportunities • Explore options to support clubs with the cost of Youth Exchange • Ensure Rotaract/Interact Clubs have necessary mentorship • Develop partnerships with other youth focussed agencies to promote Interact
Membership	<p>Strengthen the District membership recruitment, engagement and retention plan based on attracting all demographics and providing alternative meeting options that respond to a variety of needs.</p> <p>Help clubs do a community scan to identify and recruit potential members</p> <p>Encourage establishment of clubs with different profiles to accommodate more members.</p>	<p>Make retention and engagement top goals for clubs. Find and share valuable training tools for fostering retention. Have clubs follow up with exit interviews or feedback so that we can use the information to formulate club strategies on retention.</p> <p>Manage the information so it can be used</p> <p>Reach out to other service clubs for potential recruitment.</p>	<ul style="list-style-type: none"> • Approach alumni for possible membership • Work with Rotaract Clubs to encourage and enhance transition into Rotary • Support clubs in implementing flexibility allowed in COL to attract and maintain members: meeting structure, schedules and content etc. • Promote alternate forms of membership (satellite clubs, family membership, corporate etc.) and make sure templates are updated on the website • Ensure membership goals are recorded in RCC and membership chair is identified
Service Projects	<p>Have each Committee identify a project in their area of focus that could be implemented by the District (with club participation) or which</p>	<p>Have a central site for sharing all clubs' projects so that successes can be used, and failures can be learned from.</p>	<ul style="list-style-type: none"> • Highlight district projects and opportunity for clubs to be involved: RELAY, Adventure in Understanding and Assistive Devices for special needs youth

	<p>could be a prototype for clubs to use in their communities. Provide an opportunity for sharing project ideas between clubs and members. Assist clubs in developing and implementing local projects Implement District projects to draw Rotarians together</p>	<ul style="list-style-type: none"> Encourage projects that can be shared by clubs so that workload and success can be shared 	<ul style="list-style-type: none"> Ensure clubs are aware of the projects and resources on the website Ensure clubs are aware of district grants and global grants
<p>Training Building Leadership Continuity</p>	<p>Implement a program to identify and train future leaders for District positions based on a succession plan. Use DTTS to build a unified team with common goals for the year Focus on Rotary weekend to engage all Rotarians Use District conference as an inspiration to educate and engage all Rotarians Promote RLI Encourage participation in International convention as a way of educating and inspiring leaders.</p>	<p>Find a way to use or share the training that has been done. Step up investment of resources in future leader program. Have AG's assist in identifying potential leaders that we have in our existing membership. Share how FUN and informative the programs we offer are. Leadership training, district conference, R.I. conventions).</p>	<ul style="list-style-type: none"> Develop a process for identifying and encouraging future leaders and communicate to district Work with District Leadership team to identify training needs and support Respond to needs of clubs or areas with seminars as needed: membership, foundation, grant writing etc. Have a speaker's list to support clubs with meeting agenda etc.
<p>Public Image</p>	<p>Develop and implement a District Image Campaign to raise Rotary's profile amongst both members and the public. Provide support and draw on RI resources to help the clubs do local PR campaigns Celebrate and strengthen Rotary by showcasing what we do and assisting the clubs in showcasing Rotary in their communities. Maintain strong communication with and between the clubs. Encourage the</p>	<p>Have clubs share PR efforts. Educate membership on the use of PR tools that are available to them.</p>	<ul style="list-style-type: none"> Develop a district public image strategy Build awareness of "People of Action" campaign and support clubs in using RI resources "Rotary Day": encourage clubs to participate in a 7010 Rotary Day to highlight Rotary in their community

	<p>use of social media with attractive up to date and vibrant website and media tools.</p> <p>Establish a District committee to work with the web master to update the district website and Facebook Page (i.e. Social Media) - to keep them current, vibrant and relevant.</p>		
Foundation	<p>Promote Foundation giving by demonstrating its benefits – set targets for clubs.</p> <p>Manage Foundation resources to maximize the benefit to clubs.</p> <p>Hold District events to come together to celebrate and educate about the Foundation</p> <p>Provide support to clubs in understanding and accessing the Foundation.</p> <p>Hold one District wide Foundation event per annum.</p> <p>Identify and implement a VTT in 2016 - 17</p>	<p>Make foundation dinners part of the goals for every club.</p> <p>Gather interesting informative media and encourage every club to dedicate one meeting per year in foundation month to sharing the information provided.</p> <p>Make sure each club has a foundation champion that is aware of all the programs offered</p>	<ul style="list-style-type: none"> • Host a District 7010 Foundation Dinner • Increase foundation per person giving • Meet goal of 100% of DDF allocated to District and global grants • Hold a polio awareness day event • Ensure club foundation goals are recorded in RCC and the foundation chair is identified
Planning for the Future	<p>Based on input from Committee Chairs and Directors and in accordance with RI goals work with District team at DTTS to confirm goals and develop an implementation plan for the year.</p> <p>Present the plan at Rotary Weekend and get the presidents input and support.</p> <p>Charge the AGs with the responsibility to promote and implement goals</p> <p>Based on input from Committee Chairs and Directors and in</p>	<p>After everyone has input in the form of the reports at DAC set time in the agenda to set goals and budget for the goals.</p> <p>Facilitate a way of making sure the priorities are getting the effort they require</p> <p>After everyone has input in the form of the reports at DAC set time in the agenda to set goals and budget for the goals.</p> <p>Facilitate a way of making sure the priorities are getting the effort they require</p> <p>Make clubs more aware of the district budget.</p>	<ul style="list-style-type: none"> • Develop dedicated position to oversee and manage strategic plan • Review plan quarterly and use as the basis for discussion at DAC meetings • Provide time at DTTS for committees to meet to establish goals • Align budget with program goals

	<p>accordance with RI goals work with District team at DTTS to confirm goals and develop an implementation plan for the year.</p> <p>Present the plan at Rotary Weekend and get the presidents input and support.</p> <p>Charge the AGs with the responsibility to promote and implement goals</p> <p>Link the District plan for the year to the budget.</p> <p>Report on progress to clubs on an ongoing basis and show results</p>		
Build District Community	<p>Present a conference which engages and inspires in unexpected ways. Ensure every club president and at least one other member attend the District conference.</p> <p>Pull together strategic plan, all District job descriptions, policies and procedures and post in prominent (and organized way on District web site and work to ensure all 7010 Rotarians know what is and where it is.</p> <p>Post minutes of District meetings so they are available to all Rotarians.</p>	<p>Build more excitement into events. Offer quality programs that suit the present needs and conditions.</p> <p>Engage AG's to promote district events at the club level.</p> <p>Make communicate more direct to club members</p>	
RI	<p>Promote and build to Toronto</p> <p>Conduct Friendship exchange to New Zealand</p>	<p>Make all club members aware of friendship exchanges and international opportunities.</p> <p>Promote the quality of speakers at RI events.</p>	<ul style="list-style-type: none"> • Promote International Convention, Zone opportunities and international project opportunities • Plan a friendship exchange



District Governor's Goals 2019 – 2020

<p>Unite People to Grow and Maintain Membership</p>	<ul style="list-style-type: none"> • Increase club membership by attracting new members from all age groups, cultural backgrounds and classifications • Retain existing members through active engagement, fellowship and fun • Increase the number of female members, members under 40 and Rotaractors joining Rotary • Ensure “Rotary Leads” are followed up • Look for opportunities to charter new Rotary (including Satellite), Rotaract and Interact clubs • Support clubs in how to make their meetings more flexible, and attractive to encourage new members (per COL)
<p>Unite Clubs and Members</p>	<ul style="list-style-type: none"> • Enhance and encourage the engagement and collaboration among Interact, Rotaract and Rotary clubs and members and non-Rotary participants in each other’s club projects, fundraisers and social events • Lead adhoc District Teams of volunteers to participate in club projects and fundraisers across the District (i.e. Gore Bay Fish Fry model) • Continue supporting and encouraging club involvement in the District sponsored/promoted Service Projects > R.E.L.A.Y. Zambia School Project; Children’s Treatment Centres; and Indigenous Projects • Communicate District and Club activities, news, upcoming events, etc. via monthly District Governor newsletter
<p>Take Action by Increasing the number of Local and International Projects</p>	<ul style="list-style-type: none"> • Fully utilize District Designated Funds to fund District grants, global grants, PolioPlus and the Rotary Peace Centres • All clubs involved in local and/or international projects in one of the six areas focus • Support clubs with their grant writing with hands-on training at Rotary Weekend, one-on-one sessions, webinars and the online tools/resources (My Rotary) • Sponsor a Vocational Training Team (VTT) • Support the RI goal to increase contributions to the Annual Fund and PolioPlus; and Endowment Fund
<p>Take Action by Building Awareness of Rotary and Promoting the “People of Action” campaign</p>	<ul style="list-style-type: none"> • Use Rotary’s brand guidelines, templates, People of Action campaign materials and related resources (My Rotary Brand Centre) • All clubs involved in holding an event or fundraiser to increase awareness of Rotary’s work toward polio eradication • 50% of clubs hold individual or joint club <i>Rotary Day</i> to showcase “It’s What We Do!” • Ensure our resources/tools on the District website and ClubRunner (Member Area) are current and user-friendly
<p>Unite People to Support each New Generations program</p>	<ul style="list-style-type: none"> • Increase the number of clubs sponsoring (or co-sponsoring) a Youth Exchange student or RYLA participant • Promote Rotaract and Interact attendance and hands-on participation at the District conference and Rotary Weekend • Provide support to clubs sponsoring Rotaract and/or Interact clubs

OBJECTIVES, GOALS AND TASKS

1. New Generations: To enable younger generations and encourage them to connect with Rotary.

Director Alison Durtnall (2019-20)	Budget for Committees \$6000
DG's Goals	
<ul style="list-style-type: none"> • Increase the number of clubs sponsoring (or co-sponsoring) a Youth Exchange student or RYLA participant • Promote Rotaract and Interact attendance and hands-on participation at the District conference and Rotary Weekend • Provide support to clubs sponsoring Rotaract and/or Interact clubs 	
Tasks	
<ul style="list-style-type: none"> • 	

Committee / Budget	Chair	Goal(s)	Action(s)	Timeline	Status
New Generations	Alison Durtnall	<ul style="list-style-type: none"> • To integrate the New Generations programs • Develop an online presence 	<ul style="list-style-type: none"> • Develop an alumni program for all youth programs • Invite members of Rotaract to RYLA, Interact to Rotaract meetings etc. Ensure all aware of the other program and how can work together • Enter events in club runner • Post on Facebook Enter Rotaract member information on ClubRunner		
Rotaract \$750 (travel to clubs) Up to \$2000. From conference surplus	Sue Davidson	<ul style="list-style-type: none"> • Enhance relationship with sponsor clubs • Increase Rotaract participation at district events 	<ul style="list-style-type: none"> • Provide sponsor club with strategies to mentor Rotaract Clubs • AGs and DG visit clubs and participate in events when possible • Rotaract members encouraged to attend Rotary functions • Provide strategic planning opportunities when requested • 50. Reduction of registration at conference • Reduced registration at RW 100\$ subsidy for Ps to attend conference 		
Youth Exchange	Wayne Harding	<ul style="list-style-type: none"> • Increase participation in the program 	<ul style="list-style-type: none"> • Evaluate effect of reduced rate to clubs 		

<p>\$1000 (committee travel to promote program)</p>		<ul style="list-style-type: none"> • All clubs involved with youth aware of and have adopted Abuse and Harassment Policy 	<ul style="list-style-type: none"> • Facilitate a comprehensive round table to assess obstacles to program and solutions • Investigate ways to increase number of host families • Session at RW • AGs continue to follow up on report to ensure a plan is in place 		
<p>Interact \$500 (travel to promote program)</p>	<p>Natalie McDougall</p>	<ul style="list-style-type: none"> • Increase the number of clubs • Increase number of Interact members at RW and conference 	<ul style="list-style-type: none"> • Promote with Rotary Clubs • Invite Interact Ps to Rotary Club meetings to talk about the program • Encourage Rotarians to visit Interact Clubs • Investigate relationships with community organizations: YMCA, Youth Centre etc • Sponsor Ps \$100 to attend either RW or conference. Encourage sponsor clubs to support them 		
<p>RYLA \$750 (travel to clubs and development of brochure)</p>	<p>Dan Daoust</p>	<ul style="list-style-type: none"> • Increase enrolment in RYLA • Operate weekend on a break-even basis • Integrate with other New Gens programs 	<ul style="list-style-type: none"> • Develop "local" promotional material to be distributed to clubs. Talk to Alison about working with one of the college programs • Work with Service director to highlight RYLA in "Spotlight on Service" • Student ambassadors to visit clubs to encourage participation • Examine weekend expenses: location, speakers, DISC • Examine at number of student leaders, can it be effective with fewer • Encourage clubs to consider interact members for participation • Invite Rotaract rep to attend and talk about Rotaract 		

2. Membership: To attract, engage, retain and recognize members in flexible, vibrant clubs.

Director Lise Dutrisac (2019-20)	Total Budget \$2500
DG Goals <ul style="list-style-type: none"> • Increase club membership by attracting new members from all age groups, cultural backgrounds and classifications • Retain existing members through active engagement, fellowship and fun • Increase the number of female members, members under 40 and Rotaractors joining Rotary • Ensure “Rotary Leads” are followed up • Look for opportunities to charter new Rotary (including Satellite), Rotaract and Interact clubs • Support clubs in how to make their meetings more flexible, and attractive to encourage new members (per Council on Legislation) 	
Tasks <ul style="list-style-type: none"> • 	

Committee or Champion / Budget	Chair	Goal(s)	Action(s)	Timeline	Status
Alumni	Pam Hillier	NEW: create Chair position for Alumni Reach out to alumni to recruit back into Rotary	Select Chair for Alumni Analyze the existing database Develop process to continually build an inventory of alumni for potential recruitment Create template to contact alumni as potential new Rotarians (eg: Rotaract, Youth Exchange, Group Study Exchange (GSE), Peace Scholars, etc.)	July 2019	
Family of Rotary \$500	Louise Thomson	Broaden celebration of life to include births as well as deaths.	For annual conference, a celebration of life to include all births and all deaths during year.	Fall 2019	Completed
Membership Statistics	Michel Gravel	Provide relevant membership data and analysis to support the work of the committee	Focus on providing stats to assist with decision-making Create a membership committee role, as lead To analyze membership data and report to committee	July 2019	Completed
Lise and Phyllis		Update content of membership section of the district website	Review and update district website Membership info. Ensure bilingual content – goal is to have all bilingual (get translated OR see if available in French too)	1 st quarter	Ongoing
Pam, Phyllis and Lise		Increase by 10 the number of club membership chairs on ClubRunner	1. Determine clubs without a membership contact. 2. Liaison to contact clubs & determine name & email as chair/contact for membership (president or director or?) 3. Ask clubs to add this contact on ClubRunner	Throughout the year	At 27 of 40

Lise and Brian \$1,000		Presentations Priority one – 2 workshops – North South; this includes a manual	Lise to coordinate with Brian. Lise to reach out through liaison to clubs to invite Lise to plan event with Presidents, Membership Chairs	Throughout the year	
Pam Michel		Increase diversity of clubs by increasing the number of females and members under 40 in support of DGE's goal	1. Determine stats with respect to diversity. 2. Request members to fill in their details on Club Runner. 3. Prepare an instruction slide for President to show at a meeting on filling it out 4. Ask club secretary to complete for members in Rotary Club Central (RCC) Michel will contact secretaries to add info for their club 5. Work with Public Image for visual identity wrt diversity: cultural representation - people of all backgrounds to see themselves as Rotarians	1 st & 2 nd quarter	Session Grow Rotary through Diversity presented at District Conference – 48 participants
Lise		Membership presence at ALL district events	Consult with committee to determine availability and schedule for each district event	District functions	Completed Ongoing
ALL committee members		Develop speaking points for all members of the committee so that all will sing from the same song sheet i.e. "People of Action"; promote alternate forms of membership	Research on RI Discuss with committee Make a list Adapt it	Throughout year	Ongoing
Pam, Phyllis and Lise \$1,000		Increase Presentations to clubs to at least 30. Include Rotaract clubs.	Liaison to coordinate with respective clubs through Presidents/Club Membership Chairs Liaison to also coordinate with Rotaract clubs	Throughout Rotary year	Ongoing
Lise		Continue to Report # of Leads received in the quarter and results of each of the leads for both clubs and Rotaract.	Forward leads received from RI to Club Presidents (Rotary and Rotaract) Follow-up with clubs and Rotaract to ensure potential member is being contacted and to obtain results Keep track of leads received in our district	Ongoing	To date, this Rotary year, 9 leads received and actioned
Lise		Drip method of sharing information – bit by bit (getting info from RI) Key to Membership	Make it relevant to our district – add our district info i.e. links to our district Send info to ALL Rotarians (eg not only Pres.) Snippets of relevant info	Throughout Rotary year	
Lise		Give membership a higher profile re: importance in Rotary	Request that membership be center stage at conference, at Rotary weekend; Have a panel with a good facilitator		Ongoing

3. Service projects: To assist clubs in developing and implementing effective projects and to encourage local, national and international service through identifying opportunities and facilitating partnerships.

Director: Shelly Duben (2019-20)

Budget: \$11,800 (includes \$10,000 for RELAY)

DG's Goals:

- Enhance and encourage the engagement and collaboration among Interact, Rotaract and Rotary clubs and members and non-Rotary participants in each other's club projects, fundraisers and social events
- Lead adhoc District Teams of volunteers to participate in club projects and fundraisers across the District (i.e. Gore Bay Fish Fry model)
- Continue supporting and encouraging club involvement in the District sponsored/promoted Service Projects > R.E.L.A.Y. Zambia School Project; Children's Treatment Centres; and Indigenous Projects

Tasks:

- Highlight District projects and opportunities for clubs to be involved: R.E.L.A.Y.; Adventure in Understanding; Children's treatment centres
- Ensure that clubs are aware of the resources on the website
- Ensure that clubs are aware of district and global grant opportunities to support projects

Committee / Budget	Chair	Goal(s)	Action(s)	Timeline	Status
Service \$800	Shelly Duben (Director) Michael Duben (International)	<ul style="list-style-type: none"> ● Review and reorganize committee structure ● Recruit a "Service Champion" from each area 	<ul style="list-style-type: none"> ● Consult with DAC members regarding possible new structure for Service Projects Committee ● Present to PE's at Rotary Leadership Weekend regarding leadership positions ● Engage AGs in identifying Rotarians who could be approached about a district leadership position ● Contact prospective leaders regarding available positions – personal invitation (face to face, if possible) 	February 2019 April 2019 April 2019 April-June 2019	

	<ul style="list-style-type: none"> Highlight and promote Club projects 	<ul style="list-style-type: none"> Continue with “Spotlight on Service” messages, including information on the club, its projects and fundraisers. Consider what Spotlights look like after all clubs have been highlighted once. Encourage clubs to update the information on the District site regarding their Club’s projects Collect data on international projects (e. Details of project, number of Rotarians who travelled internationally, how clubs can get involved with projects, etc.) and share info with clubs so that those clubs without their own international project may find one in which to get involved 	<p>July 2019 and ongoing</p> <p>April 2019 and ongoing April 2019 and ongoing</p>	
	<ul style="list-style-type: none"> Encourage collaboration on service projects and fundraisers among Rotary clubs and with Rotaract and Interact clubs 	<ul style="list-style-type: none"> Collect data from clubs regarding projects with which they would like support from other clubs. Share info with clubs (Rotary, Rotaract, Interact). Work with Foundation Committee and DAC to develop a grant application for multi-club projects Work with “webmaster” to create “District Events/Projects” section of the home page and encourage clubs to post their events/projects Work with New Generations district level people to improve communication between clubs – Rotary, Rotaract, Interact 	<p>April 2019</p> <p>May 2019</p> <p>March 2019</p> <p>July 2019 and ongoing</p>	
	<ul style="list-style-type: none"> Support clubs in developing and implementing effective service projects 	<ul style="list-style-type: none"> Facilitate session at Rotary Weekend on planning and implementing effective service projects 	<p>April 2019</p>	

			<ul style="list-style-type: none"> • Provide presentation to Service Project Champions to present to clubs as requested 	July 2019	
		<ul style="list-style-type: none"> • Increase awareness of and participation in District projects 	<ul style="list-style-type: none"> • Continue to provide information on and encourage participation in District level projects through “Spotlights” or similar messages • Provide information on District projects to presidents-elect at Rotary Weekend • Work with AGs to be sure that they understand the District projects and promote them with the Clubs 	<p>July 2019 and ongoing</p> <p>April 2019</p> <p>Ongoing</p>	
		<ul style="list-style-type: none"> • Increase Club awareness of resources available to support service projects 	<ul style="list-style-type: none"> • At Rotary Weekend, present to presidents-elect to provide information about how our committee can support, resources, funding opportunities (including district and global grants) ... 	April 2019	
<p>Indigenous Focus</p> <p>\$1000</p>	Don Watkins	<ul style="list-style-type: none"> • To connect with a member from 15 clubs (min.) - 2019 Rotary Weekend • To support Club representatives considering the implementation of an activity with an Indigenous Focus. • To encourage Clubs with ready water access to adapt “Adventure in Understanding” template in a form suitable for their locale • To encourage the planning for at least 5 new activities for the program by the summer of 2020 	<ul style="list-style-type: none"> • To obtain the names of members of at least 10 District Clubs willing to continue the discussion about meeting with a leader of their neighbouring First Nations communities • Personal contact with representatives to discuss future activity • Club visits to follow up 	<p>April 2019</p> <p>May 2019 and ongoing</p>	
<p>RELAY Project</p> <p>\$10,000 (from Surplus)</p>					

4. Training: To strengthen commitment to Rotary, nurture leaders, foster a stronger understanding of Rotary, and build relationships

Director Lynne Chant (2019-20)		Budget: \$19,400			
DG's Goals					
<ul style="list-style-type: none"> • Highlight Rotary learning opportunities: RIL, Rotary Weekend, My Rotary E-Learning; District Resources/Tools (website) • Support clubs with their grant writing with hands-on training at Rotary Weekend, one-on-one sessions, webinars and the online tools/resources (My Rotary) • Offer assistance to clubs on use of Rotary's brand guidelines, templates, People of Action campaign materials and related resources (My Rotary Brand Centre) 					
Tasks					
<ul style="list-style-type: none"> • Develop a process for identifying and encouraging future leaders and communicate to members • Work with District Leadership Team to identify training needs and support • Respond to needs of clubs or areas requiring seminars as needed: membership, foundation, grants and grant writing. Etc. • Have a speaker list to support clubs with meeting agendas, special events, etc. • Use district and international opportunities to inspire, educate, and engage leaders. 					
Committee/Budget	Chair	Goal	Action	Timeline	Status
District Trainer DTTS \$5,000 Rotary Weekend \$5,000 District Leaders to Zone \$3400	Lynne Chant	Increase awareness and understanding of the different programs available on the RI and District websites to enhance Rotary understanding and knowledge. Develop and implement a comprehensive plan to support clubs in meeting club and district goals, including DTTS, Rotary Weekend training sessions.	1/ Develop promotional material to define RLI, Rotary Weekend and Rotary 101 2/ Direct members to the RI and District websites and encourage members to use these sites for educational and info purposes. 3/Ensure all Rotary information for all programs is on the District website and up to date. Use District calendar and website to promote programs. 4/Promote programs, emphasizing opportunities to strengthen fellowship and friendships. 5/ Work with AGs and Directors to determine club and District		

		<p>Encourage good attendance at Rotary Weekend especially PEs, Secretaries, Treasurers and PNs.</p> <p>Initiate succession planning with all levels of responsibility.</p> <p>Develop and implement programs to train District leaders</p>	<p>needs. Assist with visioning, efficacy scales, and informal assessments.</p> <p>6/ Promote Rotary Weekend, RLI, Club visioning.</p> <p>7/ Work with Rotary International Coordinators and District Leadership team to provide training seminars (in person or on-line) to respond to club needs and support achievements of goals. Promote Go-To-Meeting as a communication format.</p> <p>8/ Establish and publicise process to promote/select for positions.</p> <p>9/ Develop and lead the DTTS program to further facilitate team building, leadership skills.</p> <p>10/ Work with current committee Chairs to ensure that they are grooming their replacements and having their successor shadow their work.</p> <p>11/Work with AGs to identify potential candidates to serve on existing vacancies and near end-of-term positions.</p> <p>12/Send two of Membership, Foundation, Public Image and Training Chairs to Zone in their first year of term.</p>		
<p>Logistics</p> <p>\$500</p> <p>-Laser Printer ink</p>	Ron Walton	Manage MyEventRunner registration system	<p>1/Set up and maintain online registration (including arranging for translation) – DTTS, Rotary Weekend, RYLA, RLI, District</p>		

<p>-Lanyards -Registration Table supplies (paper, pens, markers, etc.)</p>		<p>Administer contracts with venues (DTTS, Rotary Weekend) Provide Registrar services for District - training, conferences, Foundation Dinners, etc. Assist with I.T. requirements and setup Manage GoToMeeting (GoToWebinar)</p>	<p>Conference, District Foundation Dinner (if requested), etc. 2/Manage online payment system (processing payments, refunds) 3/Arrange contracts (meals, rooms) with hotels for DTTS and Rotary Weekend; assist with RLI 4/Assist District Trainer, DG, DGE, DGN and Directors/Chairs with communication needs as requested 5/Ensure I.T. requirements are in place for DTTS and Rotary Wknd; and assist with other functions as requested 6/Setup and oversee Registration Table for Rotary Wknd and District Conference 7/Set up GoToMeetings & Webinars as requested</p>		
<p>Rotary Leadership Institute (RLI) \$3,000</p> <p>\$ 400.00</p> <p>\$ 400.00</p> <p>\$ 1,500.00</p> <p>\$ 500.00</p> <p>\$ 200.00</p>	<p>Colin Thacker</p>	<p>Increase the number of District Rotarians that have completed RLI Training by 6%</p>	<p>1/ Deliver Pars 1, 2, and 3 of the Rotary Leadership Institute training annually 2/Offer Parts 1, 2 & 3 RLI in conjunction with other district functions (Rotary Weekend) 3/Offer Part 1 in the Southern part of the District (e.g. Barrie) 4/Offer Part 1 in the Northern portion of the District (e.g. Timmins) 5/Attend the Shinning Waters Division of RLI Annual meeting (usually in Guelph)</p>	<p>North Bay April 2020</p> <p>Sept 2019</p> <p>TBD</p> <p>July 2020</p>	

			Excel Training for RLI Chair		
Club Visioning and Strategic Planning Budget \$2500.00	Margaret Walton	To assist all clubs in preparing and implementing a strategic plan.	Check with clubs that have completed a visioning exercise to determine if they have developed and implemented a strategic plan based on the visioning session. If not work with club to move the process forward. Provide visioning using computers that provide the basis of a strategic plan for the club to refine and implement.	October 2019 Ongoing	

5. Public Image: To enhance Rotary's public image, attract support by telling our Rotary story and build awareness of the strengths and power of Rotary to make the world a better place.

Director: Elizabeth De Groot (2019-20)		Budget: \$4,850			
DG Goals					
<ul style="list-style-type: none"> • Use Rotary's brand guidelines, templates, People of Action campaign materials and related resources (My Rotary Brand Centre) • All clubs involved in holding an event or fundraiser to increase awareness of Rotary's work toward polio eradication • 50% of clubs hold individual or joint club <i>Rotary Day</i> to showcase "It's What We Do!" • Ensure our resources/tools on District website and ClubRunner (Member Area) are current and user-friendly 					
Tasks					
•					
Committee/ Budget	Chair	Goal(s)	Action(s)	Timeline	Status
Website & Social Media \$750	Bill Hagborg	Increase social media presence on District website	Purchase boosting ads on Facebook, Instagram and Twitter https://twitter.com/d7010?lang=en	Ongoing	
\$0		Update 7010 site with the "People of Action" material and links to other	Work on downloads from RI and links		
Webmaster \$0 (possible income)	Bill Fligg	ClubRunner Ads	Sell District website ads.		

Public Image Promotion \$3,100	Alexandra McDermid	Public Image Incentive Program	1-page simplified application to apply for up to \$250 for 10 clubs. Clubs must put in equal amounts.	Feb 2020	
\$0 (Possible Income)	Elizabeth de Groot	Ontario Licence Plates	Explore the patent and royalty payments and the possible purchase and sale at District Conference.		
Public Image Chair \$1,000	Elizabeth de Groot	½ day training	At Rotary weekend provide a special 1/2 training for public image and include next year's materials.	April 2020	
\$600		Implement Strategic Marketing Plan	Plan summarized May 2018. District wide postcard / social media campaign to attract new members/special event. Bulk pricing.		
		Club visits	Visit clubs and bring marketing ideas and supplies. Assist in "People of Action" campaign.		
Friendship Exchange \$0	Margaret and Ron Walton	Host exchange with Zambian District	Coordinate visit from Africa in Oct 2019, return visit in May 2020	Oct 2019 May 2020	

6. Foundation: To enhance Rotarians' understanding of and commitment to the Rotary Foundation and optimize its use to meet Rotary's 6 areas of focus

Director Margaret Walton		Budget \$2500 (travel and expenses shared between committees)			
Tasks <ul style="list-style-type: none"> • Host a District 7010 Foundation Dinner • Increase foundation per person giving • Meet goal of 100% of DDF allocated to District and global grants • Hold a polio awareness day event • Ensure club foundation goals are recorded in RCC and the foundation chair is identified • Establish a stewardship committee to monitor expenditures and ensure compliance with RI protocols 					
Committee/ Budget	Chair	Goal(s)	Action(s)	Timeline	Status
District Grants Budget \$250	Kim Giffen	<ol style="list-style-type: none"> 1. Identify new chair for 2020/21 2. Increase grant level. 3. Work to achieve participation by all clubs. 4. Enforce June 30th deadline for grant applications 5. Improve reporting process to reduce delays in money transfer. 6. Ensure all club goals registered in RCC. 	<ol style="list-style-type: none"> 1. Find new chair to work with Kim 2. Increase grants to \$2500 (\$3000?) with 2 at \$5000 level. Clubs can submit more than one application but must prioritize. Second grants awarded only after first round of applications is addressed. 3. Ensure clubs are aware of grant opportunity. 4. Allow each club to send in 2 prioritized grant proposals. 5. Refuse grant applications after June 30th deadline. 6. No grants unless club goals registered in RCC. 	July 2019	
Global Grants Budget \$250	Dawn Straka Sub chair responsible for VTT position	<ol style="list-style-type: none"> 1. Develop terms of reference for Committee 2. Improve understanding of global grant process 3. Utilize all available DDF 	<ol style="list-style-type: none"> 1. Terms of reference in place 2. Establish vetting process for global grants before submission. 3. Encourage global grant projects using Canadian funds. 	<ol style="list-style-type: none"> 1. Rotary Weekend 2019 2. Jul 2019 3. Ongoing 	

		<ul style="list-style-type: none"> 4. Enhance indigenous focus 5. Investigate potential VTT 	<ul style="list-style-type: none"> 4. Encourage indigenous focused project with international partner 5. Consider VTT in conjunction with appropriate global grant 		
Foundation Education Budget \$500	Margaret Walton	<ul style="list-style-type: none"> 1. 1. Online training for grants with confirmation of completion 2. Raise profile of Foundation 3. Ensure club goals are recorded in RCC 	<ul style="list-style-type: none"> 1. Revise grant training webinar to include confirmation of completion 2. Utilize banners and displays, do presentations on Foundation 	Rotary Weekend 4x's per year	
Funding Committee (combine PHS, Endowment and Annual Fund) Budget \$500	Michael Duben Michael Christie Drew Markham	<ul style="list-style-type: none"> 1. Coordinated actions to promote giving. 2. Annual giving goal \$? 3. Increase understanding of funding streams and how they work 	<ul style="list-style-type: none"> 1. Comprehensive presentation covering all giving. 2. Set goals in RCC. 3. Explain funding streams 		
Polio Plus Budget \$500	Brian Menton	<ul style="list-style-type: none"> Hold polio event on World polio day Continue giving minimum of 20% of DDF 	<ul style="list-style-type: none"> Ask all Rotarians to host a meeting with non-Rotarians to talk about polio and ask for a donation 	Oct 24 th , 2019	
Scholarships Budget \$500	Sue Davidson under mentorship of Colin Vickers	<ul style="list-style-type: none"> Promote awareness of scholarship programs and opportunities to participate in peace programs To have successful candidate for scholarship To have a peace fellowship candidate 	<ul style="list-style-type: none"> Communicate and educate clubs about program to increase number of candidates Promote peace program opportunities. Interact with candidates Arrange and conduct interviews 	Spring 2020 Ongoing Fall 2019	
Foundation Dinner Budget \$0		<ul style="list-style-type: none"> Host Foundation dinner 	<ul style="list-style-type: none"> Continue model of combining Foundation dinner on Rotary weekend 	April 2020	
Stewardship Committee	Sue Cook	<ul style="list-style-type: none"> Strengthen Stewardship function 	<ul style="list-style-type: none"> Confirm committee membership and duties Meet 3 times per year to oversee operations. 	July 2019 Jul, Oct 2019, April 2020	

7. District Administration: To be the “go to” resource to support clubs in implementing their goals and programs through enhanced communication.

District Governor		Budget: \$56,000			
<ul style="list-style-type: none"> • Ensure the District Strategic Plan is updated for July 1st, and as required during the course of the Rotary year, including any budget adjustments • Regular reporting at DAC meetings and to club presidents regarding status of the plan • Implement any new District Organizational changes as discussed and agreed to at DTTS 2019 • Communicate District and Club activities, news, upcoming events, etc. via monthly “District newsletter” • Champion the recruitment of members to take on District leadership roles 					
Tasks					
<ul style="list-style-type: none"> • Present Strategic Plan at AGM during Rotary Weekend • Review plan quarterly and use as basis for reporting/discussion at DAC meetings – to make any revisions (including budget adjustments) • Implement new District Organization • Monthly “District” newsletter out to members first week of each month; to include input from DAC members 					
Committee/ Budget	Chair	Goal	Action	Timeline	Status
Lead	Bill Hagborg	See Above	See Above	Ongoing/as stated	
Assistant Governors (8) Budget \$4500 (+/-)		Liaise with Area Rotary, Rotaract, Interact clubs	<p>Regular communication with presidents and presidents-elect</p> <p>Attend 3-4 events, projects, fundraisers with each club</p> <p>Provide advice/assistance as requested</p> <p>Participate on District adhoc volunteer team(s) participating in club projects, fundraisers, etc.</p> <p>Encourage and promote inter-club functions between Area Rotary, Rotaract, Interact clubs</p>	Ongoing	

		<p>Support club orientation training (PETS, RCC, Brand Centre...)</p> <p>Support clubs in achieving Rotary Citation, Club's "Moving the Needle"</p> <p>Support clubs interested in establishing Satellite clubs, Rotaract or Interact clubs</p>	<p>Pre-Rotary Weekend (Club Presidents-Elect) Rotary Weekend</p> <p>GoToWebinar(s) E-Learning</p> <p>Monitor per Timeline document</p> <p>Provide advice/assistance and best practices from clubs who have done this</p>	<p>April 12-14</p>	
<p>Secretary Budget \$500</p>	<p>Helen Robinson</p>				
<p>Finance Committee Budget \$14,500</p>	<p>Steve Meadley</p>	<p>Budget is aligned with program goals (which includes line items for District Conference, YEX, RLI, RYLA)</p> <p>Work with treasurer to and bookkeeper to ensure seamless and efficient reimbursement</p>		<p>April 13</p> <p>Ongoing</p>	
<p>Treasurer \$500</p>	<p>Scott Brumwell</p>	<p>Budget report aligned with program goals</p>	<p>Work with finance committee and strategic planning to align budget with program goals</p>	<p>Ongoing</p>	
<p>Strategic Planning \$500</p>	<p>Margaret Walton</p>	<p>Update District Strategic Plan Update</p> <p>In-Year monitoring of Plan</p>	<p>Work with DAC on updating the plan for 2019-2020</p> <p>Reporting on the status of the Plan and updating at DAC meetings and as required</p>	<p>DTTS Rotary Weekend</p>	

			Promote the Plan with District and Club leaders		
Resolutions & Protocol	Vacant	Update bylaws	As required		
Insurance \$35000 (+/-)	Vacant	To assist District Clubs with insurance related questions. To act as intermediary between the Brokerage (Norwich Insurance Brokers) handling the Canadian Rotary Insurance Program and District 7010	Provide any details to DG in regard to program changes Forward Premium calculations to the District Treasurer for individual club billings Assist and Advise clubs who require assistance		
Nominations Budget \$500	Bill Hagborg	Implement new District Nomination policy and procedure	Establish Nominating Committee for 2019-2020 Chair selection of DGND	July 30 October	
District Conference	Vacant	Implement new Roles and Responsibilities for District Committee to support DG's and their committees	District support clearly defined Provide advice to DG'S Conference Committee		
Protection Officer	Gisèle Lynch	Update Abuse and Harassment policy to reflect changes in RI policy Ensure clubs are aware of the policy, its implications and intent	Current policy posted to District website Orientation at Rotary Weekend	Ongoing April 12-14	
Administration	Joyce Campbell	Ensure District Organization info updated as required			