

**Planning for the Future  
District 7010**

**2019 - 2020**

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**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.

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**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**

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

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**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.

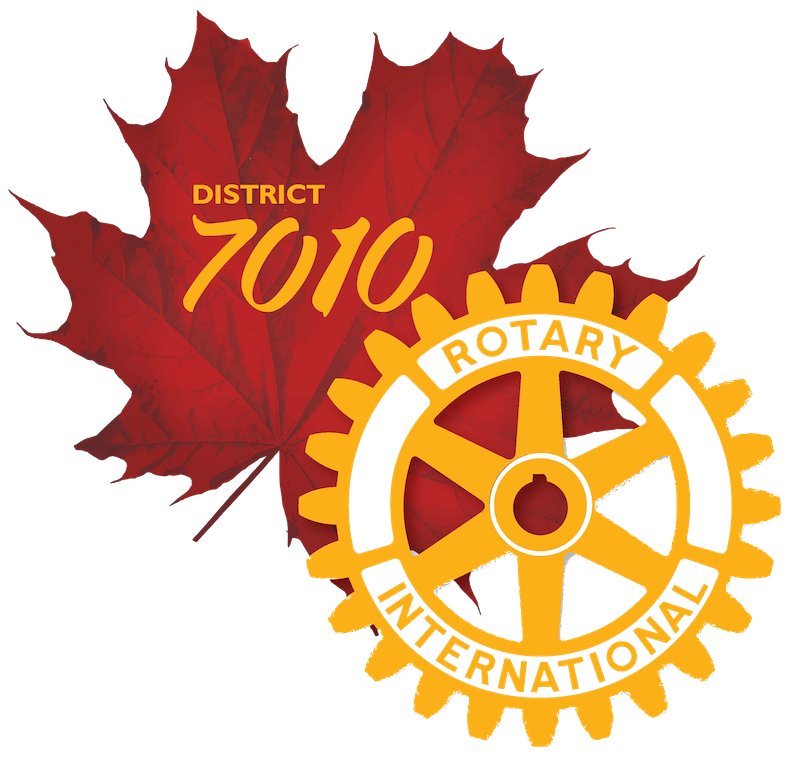
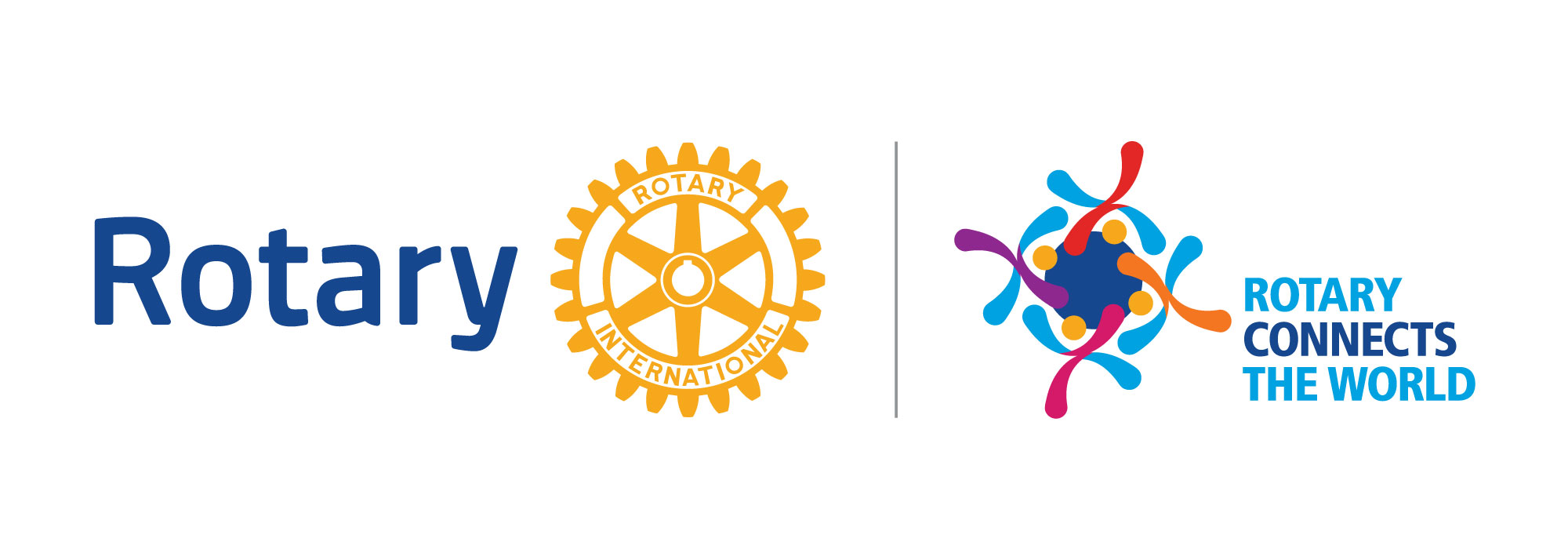
**Foundation** To enhance Rotarians’ understanding of, and commitment to, the Rotary Foundation and optimize its use to meet Rotary’s 6 areas of focus.

**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**

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|  | 2016-17  PDG Margaret Walton | 2017-18  PDG Mike Kinsey | 2018-19  PDG Susan Davidson |
| New  Generations | Develop a coordinated strategy to ensure active participation in all areas of New Generations.  Involve Interact, Rotaract, Youth Exchange, children (or grandchildren) of Rotarians in District conference to build the family of Rotary  Provide support to promote the youth exchange programs.  Support existing Interact and Rotaract Clubs and provide support to establish new ones. | Evaluate the current programs that are offered and how we deliver on them. Strengthen the existing ones before starting new invitees.  Have all Rotaract clubs on a mentoring program with sponsoring clubs. Match club positions. | * 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 | 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.  Help clubs do a community scan to identify and recruit potential members  Encourage establishment of clubs with different profiles to accommodate more members. | 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.  Manage the information so it can be used  Reach out to other service clubs for potential recruitment. | * 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 | Have each Committee identify a project in their area of focus that could be implemented by the District (with club participation) or which 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 | Have a central site for sharing all clubs’ projects so that successes can be used, and failures can be learned from.   * Encourage projects that can be shared by clubs so that workload and success can be shared | * Highlight district projects and opportunity for clubs to be involved: RELAY, Adventure in Understanding and Assistive Devices for special needs youth * Ensure clubs are aware of the projects and resources on the website * Ensure clubs are aware of district grants and global grants |
| Training  Building  Leadership  Continuity | 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. | Find a way to use or share the training that has been done.  Step up investment of recourses 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). | * 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. |
| Public Image | 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 use of social media with attractive up to date and vibrant website and media tools.  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. | Have clubs share PR efforts.  Educate membership on the use of PR tools that are available to them. | * 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 |
| Foundation | Promote Foundation giving by demonstrating its benefits – set targets for clubs.  Manage Foundation resources to maximize the benefit to clubs.  Hold District events to come together to celebrate and educate about the Foundation  Provide support to clubs in understanding and accessing the Foundation.  Hold one District wide Foundation event per annum.  Identify and implement a VTT in 2016 - 17 | Make foundation dinners part of the goals for every club.  Gather interesting informative media and encourage every club to dedicate one meeting per year in foundation month to sharing the information provided.  Make sure each club has a foundation champion that is aware of all the programs offered | * 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 | 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.  Present the plan at Rotary Weekend and get the presidents input and support.  Charge the AGs with the responsibility to promote and implement goals  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.  Present the plan at Rotary Weekend and get the presidents input and support.  Charge the AGs with the responsibility to promote and implement goals  Link the District plan for the year to the budget.  Report on progress to clubs on an ongoing basis and show results | 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.  Facilitate a way of making sure the priorities are getting the effort they require  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.  Facilitate a way of making sure the priorities are getting the effort they require  Make clubs more aware of the district budget. | * 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 |
| Build District  Community | Present a conference which engages and inspires in unexpected ways.  Ensure every club president and at least one other member attend the District conference.  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.  Post minutes of District meetings so they are available to all Rotarians. | Build more excitement into events. Offer quality programs that suit the present needs and conditions.  Engage AG’s to promote district events at the club level.  Make communicate more direct to club members |  |
| RI | Promote and build to Toronto  Conduct Friendship exchange to New Zealand | Make all club members aware of friendship exchanges and international opportunities.  Promote the quality of speakers at RI events. | * Promote International Convention, Zone opportunities and international project opportunities * Plan a friendship exchange |

**District Governor’s** **Goals 2019 – 2020**

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| Unite People to Grow and Maintain Membership | * 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) |
| Unite Clubs and Members | * 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 |
| Take Action by Increasing the number of Local and International Projects | * 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 |
| Take Action by Building Awareness of Rotary and Promoting the “People of Action” campaign | * 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 *Rotary Day* to showcase “It’s What We Do!” * Ensure our resources/tools on the District website and ClubRunner (Member Area) are current and user-friendly |
| Unite People to Support each New Generations program | * 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.**

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| **Director Alison Durtnall (2019-20)** | **Budget for Committees $6000** |
| **DG’s Goals**   * 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** | |

| **Committee / Budget** | **Chair** | **Goal(s)** | **Action(s)** | **Timeline** | **Status** |
| --- | --- | --- | --- | --- | --- |
| **New Generations** | Alison Durtnall | * To integrate the New Generations programs * Develop an online presence | * 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 $2000. From conference surplus | Sue Davidson | * Enhance relationship with sponsor clubs * Increase Rotaract participation at district events | * Provide sponsor club with strategies to mentor Rotaract Clubs * AGs and DG visit clubs and participate in events when possible * Rotaract members encouraged to attend Rotary functions * Provide strategic planning opportunities when requested * 50. Reduction of registration at conference * Reduced registration at RW   100$ subsidy for Ps to attend conference |  |  |
| Youth Exchange  $1000 (committee travel to promote program) | Wayne Harding | * Increase participation in the program * All clubs involved with youth aware of and have adopted Abuse and Harassment Policy | * Evaluate effect of reduced rate to clubs * 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 |  |  |
| Interact  $500 (travel to promote program) | Natalie McDougall | * Increase the number of clubs * Increase number of Interact members at RW and conference | * 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 |  |  |
| RYLA  $750 (travel to clubs and development of brochure | Dan Daoust | * Increase enrolment in RYLA * Operate weekend on a break-even basis * Integrate with other New Gens programs | * 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 |  |  |

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

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| **Director Lise Dutrisac (2019-20)** | **Total Budget $2500** |
| **DG Goals**   * 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** | |

| **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) | 1st 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 | 1st & 2nd 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 |

1. **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**.

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| **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) | * Review and reorganize committee structure * Recruit a “Service Champion” from each area | * 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 |  |
| * Highlight and promote Club projects | * 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 | July 2019 and ongoing  April 2019 and ongoing  April 2019 and ongoing |  |
| * Encourage collaboration on service projects and fundraisers among Rotary clubs and with Rotaract and Interact clubs | * 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 | April  2019  May  2019  March 2019  July 2019 and ongoing |  |
| * Support clubs in developing and implementing effective service projects | * Facilitate session at Rotary Weekend on planning and implementing effective service projects * Provide presentation to Service Project Champions to present to clubs as requested | April  2019  July  2019 |  |
| * Increase awareness of and participation in District projects | * 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 | July 2019 and ongoing  April  2019  Ongoing |  |
| * Increase Club awareness of resources available to support service projects | * 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 |  |
| Indigenous Focus  $1000 | Don Watkins | * 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 | * 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 | April 2019  May 2019  and ongoing |  |
| RELAY Project  $10,000 (from Surplus) |  |  |  |  |  |

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

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| **Director Lynne Chant (2019-20) Budget: $19,400** | | | | | |
| **DG’s Goals**   * 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**   * **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 plane to support clubs in meeting club and district goals, including DTTS, Rotary Weekend training sessions.  Encourage good attendance at Rotary Weekend especially PEs, Secretaries, Treasurers and PNs.  Initiate succession planning with all levels of responsibility.  Develop and implement programs to train District leaders | 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 needs. Assist with visioning, efficacy scales, and informal assessments. 6/ Promote Rotary Weekend, RLI, Club visioning. 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. 8/ Establish and publicise process to promote/select for positions. 9/ Develop and lead the DTTS program to further facilitate team building, leadership skills. 10/ Work with current committee Chairs to ensure that they are grooming their replacements and having their successor shadow their work. 11/Work with AGs to identify potential candidates to serve on existing vacancies and near end-of-term positions. 12/Send two of Membership, Foundation, Public Image and Training Chairs to Zone in their first year of term. |  |  |
| Logistics  $500  -Laser Printer ink  -Lanyards  -Registration Table supplies (paper, pens, markers, etc.) | Ron Walton | Manage MyEventRunner registration system  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) | 1/Set up and maintain online registration (including arranging for translation) – DTTS, Rotary Weekend, RYLA, RLI, District 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 |  |  |
| Rotary Leadership  Institute (RLI)  $3,000    $ 400.00  $ 400.00  $ 1,500.00    $ 500.00    $ 200.00 | Colin Thacker | Increase the number of District Rotarians that have completed RLI Training by 6% | 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)  Excel Training for RLI Chair | North Bay  April 2020  Sept 2019  TBD  July 2020 |  |
| 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 |  |

1. **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.**

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| **Director: Elizabeth De Groot (2019-20) Budget: $4,850** | | | | | |
| **DG Goals**   * 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 *Rotary Day* 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  $0 | Bill Hagborg | Increase social media presence on District website | Purchase boosting ads on Facebook, Instagram and Twitter  https://twitter.com/d7010?lang=en | Ongoing |  |
| 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  $0  (Possible Income) | Alexandra McDermid  Elizabeth de Groot | 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 |  |
| Ontario Licence Plates | Explore the patent and royalty payments and the possible purchase and sale at District Conference. |  |  |
| Public Image Chair  $1,000  $600 | 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 |  |
| 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 |  |

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

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| **Director Margaret Walton** | | **Budget $2500 (travel and expenses shared between committees)** | | | |
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| |  | | --- | | **Tasks**   * 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 | 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. | 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 | 1. Develop terms of reference for Committee 2. Improve understanding of global grant process 3. Utilize all available DDF 4. Enhance indigenous focus 5. Investigate potential VTT | 1. Terms of reference in place 2. Establish vetting process for global grants before submission. 3. Encourage global grant projects using Canadian funds. 4. Encourage indigenous focused project with international partner 5. Consider VTT in conjunction with appropriate global grant | 1. Rotary Weekend 2019 2. Jul 2019 3. Ongoing |  |
| Foundation Education  Budget $500 | Margaret Walton | 1. 1.Online training for grants with confirmation of completion 2. Raise profile of Foundation 3. Ensure club goals are recorded in RCC | 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 | 1. Coordinated actions to promote giving. 2. Annual giving goal $? 3. Increase understanding of funding streams and how they work | 1. Comprehensive presentation covering all giving. 2. Set goals in RCC. 3. Explain funding streams |  |  |
| Polio Plus  Budget $500 | Brian Menton | Hold polio event on World polio day  Continue giving minimum of 20% of DDF | Ask all Rotarians to host a meeting with non-Rotarians to talk about polio and ask for a donation | Oct 24th, 2019 |  |
| Scholarships  Budget $500 | Sue Davidson under mentorship of Colin Vickers | Promote awareness of scholarship programs and opportunities to participate in peace programs  To have successful candidate for scholarship  To have a peace fellowship candidate | 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 |  | Host Foundation dinner | Continue model of combining Foundation dinner on Rotary weekend | April 2020 |  |
| Stewardship Committee | Sue Cook | Strengthen Stewardship function | Confirm committee membership and duties  Meet 3 times per year to oversee operations. | July 2019  Jul, Oct 2019, April 2020 |  |

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

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| **District Governor** | | | **Budget: $56,000** | | |
| * 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**   * 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  Support club orientation training (PETS, RCC, Brand Centre…)  Support clubs in achieving Rotary Citation, Club’s “Moving the Needle”  Support clubs interested in establishing Satellite clubs, Rotaract or Interact clubs | Regular communication with presidents and presidents-elect  Attend 3-4 events, projects, fundraisers with each club  Provide advice/assistance as requested  Participate on District adhoc volunteer team(s) participating in club projects, fundraisers, etc.  Encourage and promote inter-club functions between Area Rotary, Rotaract, Interact clubs  Pre-Rotary Weekend (Club Presidents-Elect) Rotary Weekend  GoToWebinar(s)  E-Learning  Monitor per Timeline document  Provide advice/assistance and best practices from clubs who have done this | Ongoing  April 12-14 |  |
| Secretary  Budget $500 | Helen Robinson |  |  |  |  |
| Finance Committee  Budget $14,500 | Steve Meadley | Budget is aligned with program goals (which includes line items for District Conference, YEX, RLI, RYLA)  Work with treasurer to and bookkeeper to ensure seamless and efficient reimbursement |  | April 13  Ongoing |  |
| Treasurer  $500 | Scott Brumwell | Budget report aligned with program goals | Work with finance committee and strategic planning to align budget with program goals | Ongoing |  |
| Strategic Planning  $500 | Margaret Walton | Update District Strategic Plan Update  In-Year monitoring of Plan | Work with DAC on updating the plan for 2019-2020  Reporting on the status of the Plan and updating at DAC meetings and as required  Promote the Plan with District and Club leaders | DTTS  Rotary Weekend |  |
| 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 |  |  |  |