

# Rotary District 7090

## Strategic Plan 2020-2023

### Rotary International 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

#### ROTARY DISTRICT 7090 JUNE 2020

Our Rotary Family today consists of:

- 2082 Rotarians
- 66 Rotary Clubs
- 11 Rotaract Clubs
- 2 E-Clubs
- 0 Satellite or Passport Clubs

Largest reported age group was 70 years of age or older.

District relevance rating at 3.3 / 5 or 66% as noted in June 2020 survey.

#### FIVE STRATEGIC DIRECTIONS

**Drive Membership  
Innovation**

**Inspire Action  
through Education  
and Dialogue**

**Build Awareness of  
our Impact and Brand**

**Focus on impact of  
contributions to the  
Foundation**

**More Clubs engaged  
in Youth Programs**

#### STRATEGIC PLAN OUTCOMES JUNE 2023

Our Rotary family is growing with:

2200 Rotarians

12 Vibrant Rotaract Clubs

8+ e-clubs, satellite & / or passport clubs

Rotaract intertwined with our traditional clubs

Increase in number of clubs showcasing projects, hours and \$ given

Clubs more fully utilize the resources of District resulting in relevance rating of 4.0 or higher in district survey.

## Rotary 7090 Mission:

Inspiring and supporting all the clubs in Rotary District 7090 to be the best they can be

### Action Plan for 2021-2022 Rotary Year

#### Strategy #1: Drive Membership Innovation

- A. Host quarterly "Rotary 101" chats for new members to educate them on the benefits of Rotary membership**
  - June 30, 2022 GOAL: 75% attendance by new members
- B. Develop new satellite clubs/passport club and help Rotaract clubs to become more vibrant**
  - June 30, 2022 GOAL: 10 clubs total (either new types of clubs + more Rotaract clubs with more members)
- C. Hold 3 large scale "days of service" events where 20% of the participants are not yet Rotarians**
  - June 30, 2022 GOAL: 60 non-Rotarians in participation
- D. Coach Clubs to improve attrition/attraction rates to be in the "green zone"**
  - June 30, 2022 GOAL: 10 clubs to be strong in both attraction and attrition rates

#### Strategy #2: Inspire Action through Education and Dialogue

- A. Promote training events so Rotarians can plan in advance**
  - September 2021 GOAL: 2021-22 Training Calendar available by Sept 1, 2021
- B. Provide short educational videos for Clubs to show during meetings that promote discussion / action by clubs**
  - June 30, 2022 – Have 10 videos that have been used by clubs
- C. Encourage clubs to invite district volunteers to be speakers at clubs & members to attend educational 7090 events**
  - June 30, 2022 – 80% of clubs either had a district speaker or members attending Web Talks / RLI
- D. Continue to adapt club training to a participant-centered approach that delivers value and engages more members**
  - May 30, 2022 – 325 participants registered for Club Training Assembly (up from 250 in May 2021)

#### Strategy #3: Build Awareness of Our Impact and Brand

- A. Identify a Public Image Lead for each Club**
  - June 30, 2022 Goal: 80% of survey respondents reporting a PI lead (up from 61% in May 2021 District Survey)
- B. Create / share brand awareness campaigns on social media which can be shared / utilized by all clubs**
  - June 30, 2022 – Developed three different campaigns and each one has at least 60% of clubs re-posting
- C. Develop strategy to drive more traffic to District website to use the resources that are there to help clubs**
  - June 30, 2022 - 25% increase in traffic – compared to June 30, 2020
- D. Continue helping clubs to keep their websites refreshed & relevant** by hosting follow up meetings with participating clubs to ensure feeds are current and content relevant and reward clubs with Public Image Recognition Awards
  - June 30, 2022 – have 60% of clubs receiving our new Public Image Recognition Award (to be created)

## Action Plan for 2021-2022 Rotary Year continued...

### Strategy #4: Focus on the impact of contributions to the Foundation

- A. **Educate members on the benefits of a simplified grant process and provide a team of mentors as resources**
  - June 30, 2022 Goal - 42 qualified Clubs and 2 Rotaract Clubs
- B. **Inspire support for the Foundation with “plug-n-play” campaign for Foundation month**
  - November 30, 2021 Goal - the plug and play campaign has been shared with and used by 50% of clubs
- C. **Help members to better understand the Annual Fund and how it helps change lives locally and globally**
  - June 30, 2022 Goal - Achieve a 10% increase in the number of Rotarians in our district giving to the Annual Fund; added 20 Rotaract members giving to TRF
- D. **Celebrate the Foundation**
  - June 30, 2022 Goal – 3 media campaigns will be created with promotion via videos, Facebook and websites; focus will be on the good work of the Foundation and will be meant to inspire and motivate member support

### Strategy #5: More Clubs Engaged in Youth Programs

- A. **Promote more short term & new generations exchange** as a way to introduce club members and families to alternative forms of youth exchange that change lives and engage more teenagers and young adults with Rotary
  - June 30, 2022 Goal – Four more clubs have either engaged in Short Term Exchange or New Generations Exchange
- B. **Create a way to showcase some of our youth programs** (involving graduates) and bring these messages out to clubs via Web Talks or club visits
  - June 30, 2022 Goal – 50% of our clubs have either had a member attend a WebTalk on Youth Projects or that club had a speaker on youth programs as part of the club meeting
- C. **Find a way to increase the number of clubs hosting an inbound / outbound student in 2022-2023**– this means finding some new ways to get more clubs to engage and help find host families ready to be part in this program
  - June 30, 2022 – have a 10% increase in the number of clubs that are ready to sponsor a student in the coming year compared to number of clubs participating in 2019-2020 exchange program
- D. **Refresh and revitalize the RYLA program** – so it is ready to be fully rolled out in the Summer of 2022
  - June 30, 2022 – Have a 10% increase in the number of RYLA participants applying to take part in Summer 2022

## Guiding Principles for Our Rotary District Strategic Plan

- Report on strategic plan progress at every Council meeting – using the time to get more ideas on how best to implement
- Include Rotaract members within each of our strategies – ensure Rotary Clubs and Rotaract Clubs are intertwined
- Develop diversity, equity and inclusion tactics that help us inspire membership innovation and youth engagement
- Promote a “member-centric” approach as a District – we are here to serve members in clubs
- Work to ensure all District committees are working in an interdependent fashion and all district volunteers can see the